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**Code No: EG1503**

**GEC-R14**

**I B. Tech II Semester Supplementary Examinations, January 2017**

**PROFESSIONAL COMMUNICATION - II**  
**(Common to All Branches)**

**Time: 3 Hours**

**Max. Marks: 60**

**Note:** Part A has only one question (numbered I) with two sub-questions organized as a and b. Answer all two sub-questions. In Part B, answer any four of the six questions. Please note that each question, numbered I, II, III, etc., has sub-questions, and when you choose to attempt a question, you are required to answer all the sub-questions that are part of it.

**PART-A**

**I.** Read the report given below and answer the two questions that follow.

***An unpleasant industrial trip***

We III B.Tech students of Eljo Engineering College, as we have to make visits to industries as part of our academic requirements, visited Pijo Group of Industries recently. My God! What a bad treatment we had there. The security men Kishan and Viran did not allow us to enter the industry. We felt irritated. We were made to stand outside till the General Manager came there. He came by car and seemed to be very arrogant.

The General Manager said to us, "Who are you all?". My God! We felt really infuriated and insulted. We told that fellow everything. Then only we were allowed to enter the industry. Then we guys were asked to wait in a big hall without fans. Then a guy came and introduced himself as Pirabu, the Production Engineer. He made a presentation on how things work there. That guy seemed to be better. Then we met the workers and interacted with them. We don't know how the workers are treated by the General Manager there. We guys were talking only about it. Believe! Some workers are not paid well. One of the guys told that many will quit that job soon. Anyway we read a lot about the functioning of industries. We spent one full day there. We ate our lunch there. In the evening at about 6 pm, we returned back.

- a. **An academic or a technical report is written in an objective way with no emotional colouring. It avoids personal feelings, comments or criticisms, short forms (e.g. 'I'm', 'you're') and colloquial expressions (e.g. 'guys', 'fellows'). The above write-up**

**(‘An unpleasant industrial trip’) does not qualify as a report in terms of these requirements of style and language. Attempt, in about 200 words, an analysis of why the write-up does not qualify as a report.**

**1 × 5 = 5M**

- b. Rewrite the report using the conventions of good report writing and avoiding the errors of style and language you have pointed out in your answer to (a) above.**

**1 × 7 = 7M**

## **PART-B**

- I. A sales man is making a presentation to customers on his company’s new hair oil. Given below is the text of the presentation. Read it and answer the two questions that follow.**

Hi Good Morning! I am Tom. I am also called Mr Handsome. See my hair. How black and beautiful it is! My God! I am jealous of myself. (Customers control their laugh-it seems.) You know why? I am using this oil for more than three years continuously. I see all of you. Many of you are bald headed and others are going to become bald headed soon, because you guys are mad after all TV advertisements. If you are intelligent, use our company oil. I am sure all of you are looking at me as you are jealous of my beautiful hair. Our company oil will protect your hair. Use our oil or become bald headed. I don’t mind. As a well-wisher, I tell you. Use our company oil. I have explained clearly about our company oil. Immediately prove your intelligence by buying our oil. Thank you. Bye!

- a) The box given below has a list of errors that one has to avoid while making an oral presentation. Read the list and identify the errors the speaker has made in the above presentation. Write down the errors in your answer book. You must identify five errors.**

**5 × 1 = 5M**

### **Errors to be avoided while making oral presentations**

- Using offensive, informal language may sound rude.
- Put pace and enthusiasm into your delivery.
- Humour is always advisable; however, amateurish or improper sense of humour may lead to negative impression from the audience.
- Hurting the feelings of others.
- Self-boasting.
- Check what is expected of you when invited to speak.
- Being interactive with the audience by posing questions is alright, but questions at inappropriate places may lead to annoyance from the audience.
- Giving unwanted information.
- Restricting your eye contact to one part of the audience will alienate the rest from your presentation.
- Using too many irrelevant examples may bore the audience.

- b) Imagine that the person who made the presentation above is your friend. Now that you have identified the mistakes he made in his presentation, you are in a position to advise him on how such mistakes can be avoided. Write an imaginary dialogue with him advising him how he can avoid the kind of mistakes you have identified. Your dialogue should contain a minimum of 10 exchanges.

**1 × 7 = 7M**

- II.** Read the passage given below and answer the two sets of questions that follow.

**Value – Based Education**

Ancient India was the seat of higher education which brought students from far-off places across the seas. The ‘Guru Kula’ system inculcated in the students a deep reverence for the teachers who were ‘thrikalagnanis’. The student was first made to undergo many rigorous tests through which the teacher tested the student’s dedication and the desire to be educated. The student also stayed with the teacher throughout the period of education. The knowledge that was imparted to the students was more practical which they would be using in their life afterwards. It was value based and values like punctuality, obedience, discipline, good conduct were inculcated in the students and thus the character of the students was molded and created with utmost care. The qualities which are in every person but remain dormant unless brought forward like love, compassion, kindness, mercy, sympathy and empathy were awakened in the students. The education they received removed their ignorance and prepared them to tackle life’s trials successfully. It gave them the inner strength and confidence to face any situation in life. To put in a nutshell, education in ancient India made people more humane and better human beings.

A sad contrast to the glorious past is our present education system which imparts superficial knowledge and lays more importance on exams, marks and lucrative jobs. Landing a good job seems to be the aim of education and the students are left at lurch when faced with real struggles of life. They cannot accept defeat, do not have the magnanimity to appreciate the good fortunes of others, they are intolerant, absolutely selfish and take pride in all these qualities terming them as marks of a tough guy who wants to be successful in life. The student learns so many subjects, so many theories but sadly all these do not make a better human being out of him.

Spiritual education can be made mandatory. Spiritual education should not be mistaken with religion, because spirituality does not need religion. In fact, we can say that spirituality begins where religion ends.

Spirituality helps in recognizing and understanding one's own self which would clear most of the problems plaguing our society. In fact this is what the latest theory 'Emotional Intelligence' –which is gaining wide popularity –suggests. Unfortunately, for us we do not accept when the same concept – Know thyself- is advocated by our ancient texts. Rather we would celebrate it when it is given to us by a foreign author.

Thus education should not be a mere stuffing of facts but that which makes the student enrich from within. Education should identify the potential of each and every student and bring out the best in him. Value based education would give a meaning and qualify to their lives. That would be true education and let us strive for that value based education which would give our students good character and an identity. Thus an overall change is needed and every one of us should take the responsibility in making our students achieve the best and thereby helping India become truly great and be the country what Abdul Kalam dreams of in his book 'India-2020'.

**a) Answer the following questions. In the case of multiple-choice questions, identify the correct answer and write its letter [a, b, c, or d, as the case may be] in the answer book. Questions 3, 5 and 7 are not multiple-choice questions; write the answer to each of them in a sentence or two.  $10 \times \frac{1}{2} = 5M$**

1. 'Empathy' means
  - (a) a kind of sympathy
  - (b) antonym to 'sympathy'
  - (c) understanding and sharing feelings
  - (d) respect for the fellow human beings.
2. 'Lucrative Job' means
  - (a) Job with good payment
  - (b) Job without good payment
  - (c) Job with good treatment
  - (d) Job without good treatment
3. Why should the students be made to undergo rigorous tests?
4. Which of the following is not true?
  - (a) Spirituality means religion.
  - (b) Spirituality is related to human spirit opposed to material life.
  - (c) Spirituality offers solutions to the problems of the society.
  - (d) Spirituality does not need religion.
5. Why do our ancient texts advocate the concept 'Know thyself'?
6. Value based education would give one
  - (a) an identity
  - (b) meaning and quality to life
  - (c) character and conduct
  - (d) all the above.
7. Values are more caught than taught. How? Justify your answer.

8. One lacks the magnanimity to appreciate the good fortunes of others, mainly because of
- laziness.
  - lack of confidence.
  - lack of words.
  - egoism.
9. One can find oneself at peace through
- money and wealth.
  - friendship.
  - a sound sleep.
  - self-realization.
10. The passage given above is focused on
- value-based education.
  - religious values.
  - emotional intelligence.
  - human identity.
- b) The above passage briefs about true value based education. But mostly parents, teachers and students think that securing high marks in the exams is the only indication of good education. Do you believe:**
- that securing high marks alone must be insisted on; or
  - that spirituality must be taught or
  - that value based education must be offered.

Express yourself in a persuasive way in 200 – 250 words. Your write-up may start with an introduction to your point of view and then argue your case with convincing reasons and examples, wherever necessary in support of your ideas.

**1 × 7 = 7M**

**III. Choose the appropriate choice for each of the questions given below. In your answer book, write the question number and the appropriate letter [a, b, c, or d, as the case may be]. 12 × 1 = 12M**

- A few women dislike the term 'housewife', as it is \_\_\_\_\_ in its sense.
  - Perfunctory
  - permeating
  - pejorative
  - pessimistic
- The workshop gives \_\_\_\_\_ of chance to learn from experts.
  - plethora
  - partisan
  - neophyte
  - pedant
- After surgery, the patient experienced \_\_\_\_\_ until the anesthesia wore off.
  - torpor
  - transition
  - vacillation
  - verbosity
- Restriction on the media may not be a \_\_\_\_\_ proposition to build a better society.
  - part
  - course
  - coarse
  - syllabus
- Examine the report carefully before you \_\_\_\_\_ it publicly before the press and media.
  - rescind
  - repudiate
  - revere
  - redress

6. Kannan knows the art of making maps and charts. Hence, he knows \_\_\_\_\_.
- a) seismography    b) photography    c) cartography    d) stenography
7. Our cat is \_\_\_\_\_ of visitors; it often hides when they first arrive.
- a) zealous            b) volatile            c) wary            d) welter
8. (Replace the underlined phrase or word with a phrasal verb from the choices given below.)
- Sita is able to discover Raavana's evil intentions. It means
- a) takedown            b) turn on            c) see through    d) set up
9. The idea of establishing a new business should stand over for the future. It means:
- a) the business should never be established.
- b) the idea should be postponed.
- c) the idea should not be revealed in the present.
10. (Replace the underlined phrase with an idiom from the choices given below.)
- Despite harsh criticism, she is continuing with a plan of action even her own family members disagree with her.
- a) Reaches for the stars            b) stick to one's guns
- c) punches one's ticket            d) treads on the toes.
11. Tom avoids \_\_\_\_\_ to difficulties.
- a) climbing            b) succumbing    c) distancing    d) nearing
12. (Replace the underlined phrase with a one-word from the choices given below.)
- When did you get this collection of dried plants?
- a) herbarium            b) swarm            c) choir            d) posse

**IV. Read the dialogue given below and answer the two questions that follow.**

- Charles: Hello, Diana!. Are you going to join PhD at Wellington University?
- Diana: Hmm... I am yet to decide over that, but...
- Charles: But, what? Are you not aware of the job opportunities for PhDs in English?
- Diana: very much, could you please let me know the admission procedure for PhD?
- Charles: My uncle Dr John is a professor of English there. He is guiding five PhD candidates.
- Diana: wow ! nice to hear, can I approach him for guidance?
- Charles: sure, but I think he has his hands full.
- Diana: We may either approach him for guidance or seek his suggestions. Could you Please give me his contact No?

Charles: Oh sure! If you are free on Sunday, I shall take you to his house.  
 Diana: Why not? But how to disturb him on a Sunday, that too at home?  
 Charles: He is a person dedicated to his profession. He has no holidays.  
 Diana: Then I have made up my mind to do my PhD under his guidance.  
 Charles: Good, then we shall meet him on Sunday, bye.  
 Diana: Thanks Bye

**a. Ten expressions/sentences in the dialogue illustrate the eight communication strategies (interpersonal skills) listed below. Identify them. Copy, in your answer book, each communication strategy and then write against it the expression(s)/sentence(s) it illustrates.** **10 × ½ = 5M**

- |                             |           |
|-----------------------------|-----------|
| a. Making a suggestion      | 1. _____  |
|                             | 2. _____  |
| b. Offering to do something | 3. _____  |
| c. Expressing agreement     | 4. _____  |
|                             | 5. _____  |
| d. Giving feedback          | 6. _____  |
| e. Asking for suggestion    | 7. _____  |
| f. Asking for clarification | 8. _____  |
| g. Announcing a decision    | 9. _____  |
| h. Expressing pleasure      | 10. _____ |

**b. Charles and Diana meet Dr John as planned. Diana discusses with Dr John on the possibility of doing her PhD under his guidance and the area of research. Write an imaginary dialogue between Diana and Dr John. Use expressions / sentences illustrating at least five communication strategies or interpersonal skills (such as seeking clarification, expressing agreement, giving feedback, asking for suggestion, taking decision and expressing gratitude). There should be a minimum of seven exchanges in your dialogue.**

**1 × 7 = 7M**

**V. The underlined part of each of the sentences given below has an error. Rewrite the sentences correcting the error. In your answer book, write the letter of each sentence and then write the corrected sentence.**

**12 × 1 = 12M**

1. The director wants to collect all the informations about the new committee members.
2. The candidate has his interview between 10 am to 11 am in the morning.
3. The principal says that students should not be roaming about here and there.
4. "India has got freedom in 1947", said the history teacher.
5. My dad said, "Don't repeat this mistake again and again".
6. Before we reached the station yesterday, the train left.

7. Had you attended the interview, you will be selected.
8. All teachers congratulate Rani for her success in the IAS exam.
9. Rosy said, “Mohini, will you help me in writing off my speech for tomorrow’s presentation?”
10. Banu said, “I know Karunya since 2001”.
11. Raja Sekar is a MLA.
12. As soon as the collector heard the news, he was rushing to the spot.

**VI. Read the email given below and attempt the task that follows.**

To: [nila-lead@tchorsat.org](mailto:nila-lead@tchorsat.org)

Subject: Request for a job

Attachments: visanresume.doc [31KB]

Respected Sir,

I am Nilambari sending herewith my application and resume in search of a job in your very famous company. Though I am a rich girl, I want to stand on my own legs. If you give me a job and a good salary, I can stand on my own legs.

If you have any extra money, give me, extracting work from me even on Sundays. Please do not worry about my pathetic academic record. I am very bold. I have lots of hope and courage. Just give me a job and wait and see. You will understand how diligent I am!. Please let me know when you will call me for interview in advance so that I will not go anywhere.

Tanks a lot

Yours faithfully,

Nilambari

- a. **A professional job-related email is written in an objective way with no emotional colouring. It avoids flattery (e.g. “very very famous company), unnecessary exposure of one’s personal problems (e.g. “I’m rich”, “I want to stand on my own legs”), typographical errors (e.g. “Tanks”) and timely claims about one’s abilities (e.g. “I can work on Sundays). The above email does not qualify as a professional email in terms of these requirements of content, style and language. Attempt, in 100 - 150 words, an analysis of why the write-up does not qualify as a good professional email.** 1 × 5 = 5M
- b. **Rewrite the email using the conventions of good professional email writing and avoiding the errors of content, style and language you have pointed out in your answer to (a) above. In your answer book, you are supposed to draw the format of the email composing page, too.** 1 × 7 = 7M

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