



PAPER ID : 9918

THM-201

Printed Pages : 3

Paper ID and Roll No. to be filled in your Answer Book

Roll No.

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B. Tech.

(SEM. II) EXAMINATION, 2011

ADVANCED TECHNICAL COMMUNICATION

Time : 3 Hours]

[Total Marks : 100

Note : Attempt All Questions. Question paper is divided into five sections and marks are indicated against each question.

SECTION - A

- 1 Answer any two of the following : 7.5×2= 15
- (a) What are the salient features of technical written communication? Discuss its need and importance for professionals.
 - (b) How does the purpose of technical writing differ from the purpose of general writing? Illustrate with examples.
 - (c) Discuss the process of preparing technical document. Explain each stage briefly.
- 2 Answer any one of the following : 5×1=5
- (a) Elements of a scientific article
 - (b) Structure of a thesis.

SECTION - B

- 1 Answer any two of the following. $7.5 \times 2 = 15$
- (a) Discuss briefly the principles of writing an effective business letter.
 - (b) You are a Sales Manager of Kandioner Pvt. Ltd in Delhi dealing in washing machines. You have received a complaint regarding technical fault in a newly purchased product by a customer. Write a suitable reply to the customer. Invent necessary details.
 - (c) Write a resume for the post of senior project Manager in a leading project Management company. Invent necessary details to write a compact and impressive professional resume.
- 2 Answer any one of the following : $5 \times 1 = 5$
- (a) Difference between agenda and minutes.
 - (b) How is memorandum drafted.

SECTION - C

- 1 Answer any two of the following : $7.5 \times 2 = 15$
- (a) You are working in a manufacturing company. Write an internal proposal to replace the outdated machinery in your company. Invent necessary details yourself.
 - (b) What are the basic features of a proposal? Explain in brief the format of a technical proposal.
 - (c) The Board of Directors of your company has asked you as the company's Marketing Manager to submit a report concerning the market potential of a new brand of personal computers. Draft feasibility report.

- 2 Answer any one of the following. $5 \times 1 = 5$
- (a) Scientific attitude in report writing.
 - (b) Nature and importance of proposal.

SECTION - D

- 1 Answer any two of the following : $7.5 \times 2 = 15$
- (a) What is the significance of the Seven Commandments of Animalism in the structure of the novel, Animal Farm? Discuss.
 - (b) Compare and contrast Napoleon and Snowball. What techniques do they use in their struggle for power? Does Snowball represent a morally legitimate political alternative to the corrupt leadership of Napoleon?
 - (c) Describe how does the rebellion take place in Animal Farm and how does the animals' behavior during the rebellion suggest both human and animal characteristics?
- 2 Answer any one of the following : $5 \times 1 = 5$
- (a) Development of plot in animal form.
 - (b) Animal Farm as a political satire

SECTION - E

- 1 Answer any two of the following. $7.5 \times 2 = 15$
- (a) What are interpersonal skills? Explain their importance in daily life with the help of examples.
 - (b) What is the process of designing an effective presentation? Discuss.
 - (c) 'The non-verbal language of the speaker is as important as the verbal language'. Discuss.
- 2 Answer any one of the following : $5 \times 1 = 5$
- (a) Business and etiquette
 - (b) Characteristics of group discussion.