

School of University Polytechnic

**Diploma in Civil Engineering
Semester End Examination - Jun 2024**

**Duration : 180 Minutes
Max Marks : 100**

Sem II - N1DF202B - SLPC1012 - Professional Communication*General Instructions**Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Define mass communication with examples and how does it affects its audience. K1(2)
- 2) Explain any four types of 'Business Letters'. K2(4)
- 3) Outline and explain the meaning of phrasal verbs in the context given below: John is getting ready for a job interview tomorrow and is discussing his preparations with his friend, Emily. He mentions that he needs to brush up on his technical skills tonight since the job requires a lot of coding. Additionally, he spent the afternoon filling out the job application form and updating his resume. John assures Emily that he'll make sure to show up at least fifteen minutes early for the interview to make a good impression. He expresses his excitement, mentioning that he's really looking forward to meeting the hiring manager and discussing the role. John plans to go over some typical interview questions tonight and prepare his answers accordingly. Lastly, he mentions that he's going to dress up in a suit and tie to make a professional impression during the interview. K2(6)
- 4) Select the appropriate form of phrasal verbs fill in the blanks: [take over, call up, take on, call out, take to, take in, call off , take up, call for] 1. He _____ the unfairness of the decision during the meeting. 2. She _____ help when she saw the accident on the road. 3. The company will _____ applications for the new job opening until Friday. 4. He _____ his parents to tell them the good news about his promotion. 5. She decided to _____ yoga to improve her flexibility. 6. She decided to _____ the wedding due to unforeseen circumstances. 7. Let's _____ the challenge of climbing the mountain next weekend. 8. She _____ singing after K3(9)

- years of playing the piano. 9. He _____ the family business after his father retired.
- 5) Construct a letter of enquiry to a book seller. Invent the necessary details yourself. K3(9)
- 6) Explain some strategies for managing conflicts during a group discussion. K5(10)
- 7) Distinguish between the following: 1. Order Letter and Sales Letter (4) 2. Enquiry Letter and Complaint Letter (4) 3. Cover Letter and Curriculum Vitae (4) K4(12)
- 8) Interpret the barriers and recommend solutions for the following scenarios: 1. Scenario: A malfunctioning sound system during a presentation in a large conference room causes attendees seated at the back to struggle to hear the speaker. 2. Scenario: Language differences among culturally diverse employees impede fluent communication and collaboration during team discussions, limiting the exchange of ideas. 3. Scenario: Hierarchical structures and bureaucratic processes prevent lower-level employees from sharing feedback with upper management, stifling innovation and growth. 4. Scenario: Difficulties navigating a new email system result in missed messages and misunderstandings among employees, impacting communication effectiveness. 5. Scenario: A junior employee refrains from sharing ideas in a team meeting due to fear of judgment from senior colleagues, hindering open communication. K5(15)
- 9) Explain the concept of a group discussion in various contexts, such as academic, professional and social settings. Discuss some merits of engaging in group discussions. K5(15)
- 10) Based on your understanding of communication theory, answer the following question: 1. Why are clarity and simplicity the governing features of professional written communication? (2) 2. Outline the communication process model and explain each stage. (10) 3. How does effective communication facilitate decision-making? (3) 4. Discuss the consequences of poor communication on organizational performance. (3) K6(18)