

**GUJARAT TECHNOLOGICAL UNIVERSITY****BE - SEMESTER-III (NEW) EXAMINATION – SUMMER 2021****Subject Code:3130004****Date:03/09/2021****Subject Name:Effective Technical Communication****Time:10:30 AM TO 01:00 PM****Total Marks:70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Simple and non-programmable scientific calculators are allowed.

	Marks
<b>Q.1</b> (a) Define 'Para linguistics' and explain its various components in reference to a presentation.	<b>03</b>
(b) What is intercultural communication? Note down some useful tips for effective intercultural communication.	<b>04</b>
(c) Define communication and explain Communication cycle with diagrammatic presentation in detail.	<b>07</b>
<b>Q.2</b> (a) Define the term 'Proxemics' and explain intimate space, personal space, social space and public space.	<b>03</b>
(b) Explain the term 'kinesics' and its components in detail- facial expressions, gestures, postures and eye contact.	<b>04</b>
(c) Your company has decided to establish a factory in your town. You are given task to find a suitable place for factory site. Write a report based on your findings recommending the most suitable place.	<b>07</b>
<b>OR</b>	
(c) As a student of Engineering, you have come across an advertisement for the post of an executive engineer. Draft a résumé along with a cover letter.	<b>07</b>
<b>Q.3</b> (a) Define the term 'agenda' and 'minutes'. Discuss their significance with reference to meetings.	<b>03</b>
(b) Discuss any four attributes that can help a person in self development and assessment.	<b>04</b>
(c) Write a complaint letter to Cozy Wooden Furniture, Ahmedabad asking for compensation as you found the delivered furniture in damaged condition.	<b>07</b>
<b>OR</b>	
<b>Q.3</b> (a) Prepare technical description of any one tool, mechanism or a piece of equipment of your choice with useful information and a clean diagram.	<b>03</b>
(b) "You can tell a lot by someone's body language." Elaborate the use of body language during interviews.	<b>04</b>
(c) Write detailed note on: 1. Learning to say no 2. Respecting privacy	<b>07</b>
<b>Q.4</b> (a) Examine- 1. Persist 2. Prioritize in context of self development.	<b>03</b>
(b) "The advantages of time management are enormous"- Discuss various strategies and advantages of time management.	<b>04</b>
(c) As an engineering student, you want to purchase a laptop for your personal use. Write a letter of inquiry asking for price, configuration, discount, mode of payment to Techworld Enterprise, Maninagar, Ahmedabad.	<b>07</b>

**OR**

- Q.4** (a) Enlist the types of public speaking and exemplify the general qualities of an effective public speaker. **03**
- (b) What is feedback in communication cycle? Discuss its importance. **04**
- (c) Why is it important to define purpose of a presentation? Discuss the importance of 'audience' and 'locale' while preparing for a presentation. **07**
- Q.5** (a) What is the importance of critical and creative thinking process for effective communication? **03**
- (b) Explain group discussion as part of the recruitment process mentioning key skills. which are essential for successful participation in group discussion? **04**
- (c) Discuss Engineering ethics with reference to its scope and purpose. **07**

**OR**

- Q.5** (a) Write a note on preparations required before job interview. **03**
- (b) Enlist the etiquette that one should follow while making and receiving a call. **04**
- (c) Explain importance of the study of engineering ethics with reference to an individual and an organization. **07**

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