

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
BE - SEMESTER- III(NEW) EXAMINATION – WINTER 2022

Subject Code:3130004

Date:16-02-2023

Subject Name:Effective Technical Communication

Time:02:30 PM TO 05:00 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 |
|--|-----------|
| Q.1 (a) Statistics reveals that 93% of the communication occurs through nonverbal behavior and tone. Focusing on the tonal aspect of communication, list out the paralinguistic features and explain any two of them. | 03 |
| (b) Ricky Gervais has said, “Body language is more powerful than words.” With reference to the statement explain the importance of kinesics in effective communication. | 04 |
| (c) Nat Turner opines, “Good communication is the bridge between confusion and clarity.” Elaborate the statement with focusing on communication cycle’s diagram, and explain the process in detail. | 07 |
| Q.2 (a) Suppose you are a soft skill trainer. You have to talk about how to write minutes of the meeting to the trainees. What guidelines will you provide to trainees regarding it? | 03 |
| (b) As a sales manager of a watch manufacturing company, you conducted a market survey and found that there is a considerable decline in the sales of your watch. Assess your result by writing a short report on your market survey and also suggest steps required to boost the sales of your product. | 04 |
| (c) Draft a functional resume to be sent to the company you wish to start your career with. | 07 |
| OR | |
| (c) Write a letter to M/s Santosh Electronics Ltd., Chandani Chowk, New Delhi calling for the illustrated catalogue and quotation of certain electronic goods required by your firm. (Use Full- block layout) | 07 |
| Q.3 (a) Enumerate the reasons behind people avoiding change of any kind in life and also state the benefits of change in self development | 03 |
| (b) Suppose you are working in a pharmaceutical company with a handsome salary. Your company is working on a new miracle drug and you are the member of the core research team of that drug. Unfortunately, you incur a financial loss due to bad investments at that juncture and you are in dire need of financial help. A rival company offers you a handsome compensation in return of revealing the formulae of that drug so that, they can launch the drug in the market before your company. What will be your decision? Answer it with reference to resolving ethical dilemma. | 04 |

- (c) Illustrate the role of non – verbal communication while dealing with a foreign counterpart. **07**
- OR
- Q.3** (a) Deduce the importance of record keeping and self-assessment for development of self. **03**
- (b) ‘Violation of ethics in engineering causes great harm not only to the society but also to the party violating them.’ Illustrate the statement with a note on how a responsible and professional company has violated ethics in past. **04**
- (c) Your friend is learning to communicate. What tips will you recommend him/her to be good at small talk? **07**
- Q.4** (a) Analyze the factors responsible for poor intercultural communication? **03**
- (b) Discuss various approaches which are helpful in making moral choices. **04**
- (c) Prepare a presentation on ‘The mobile application I like the most...’ **07**
- OR
- Q.4** (a) Discuss the types of public speaking and enlist the general qualities needed to be an effective public speaker. **03**
- (b) You are a part of an NGO and your friend is a well-known business tycoon. You wish him to help the NGO you are associated with. Convince him to do so by elaborating on CSR – Corporate Social Responsibility with the help of an example. **04**
- (c) Write a detailed note on how to negotiate face to face interviews? **07**
- Q.5** (a) Your friend had a call for personal interview from a firm. Reflect about facing the interviews successfully and give tips for the same. **03**
- (b) Write the technical description of laptop. **04**
- (c) “Stephen Covey’s approach to time management is to create time to focus on important things before they become urgent.”- Evaluate the concept of time matrix in context to the statement. **07**
- OR
- Q.5** (a) “Critical thinking is the ability to think clearly and rationally, understanding the logical connection between ideas.”- Discuss the statement. **03**
- (b) “Thousands of experiences teach us, that space communicates”- Provide reflection of the statement in context to Edward T Hall’s four zones of space. **04**
- (c) A Government organization invites proposal to design a dynamic website which must include sections pertaining to services provided by the Government organization. Draft a proposal. **07**