**EL1**

**Hall Ticket Number:**

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| **IV/IV B.Tech (Regular) DEGREE EXAMINATION** | | | |
| **January, 2024** | **Common to CE, IT, EI, CB, CS, DS, EC, ME & EE** | | |
| **Seventh Semester** | **Professional Communication** | | |
| **Time:** Three Hours | | **Maximum:** 70 Marks | |
| ***Answer question 1 compulsory.*** | | | **(14X1 = 14Marks)** |
| ***Answer one question from each unit.*** | | | **(4X14=56 Marks)** |
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|  |  |  | CO | BL | M |
| 1 | a) | What is importance of question answer session in a presentation? | CO2 | L1 | 1M |
|  | b) | Where does the word plagiarism come from? | CO1 | L1 | 1M |
|  | c) | Why should you keep text to a minimum on a slide? | CO2 | L1 | 1M |
|  | d) | What is viva-voce? Where does the word viva-voce come from? | CO2 | L1 | 1M |
|  | e) | What are the components included in front pages? | CO1 | L1 | 1M |
|  | f) | What is purpose of writing a project? | CO1 | L1 | 1M |
|  | g) | What is literature review and its importance? | CO1 | L1 | 1M |
|  | h) | Why is career management important for employees? | CO3 | L2 | 1M |
|  | i) | Define the word etiquette. | CO4 | L1 | 1M |
|  | j) | Write do’s and don’ts at the dining table? | CO4 | L1 | 1M |
|  | k) | What are social protocols? | CO3 | L2 | 1M |
|  | l) | Describe the process of art of small talk. | CO4 | L1 | 1M |
|  | m) | What are the cross cultural communication strategies? | CO3 | L2 | 1M |
|  | n) | What is meant by professional networking? | CO3 | L2 | 1M |
| **Unit-I** | | | | | |
| 2 |  | How would you describe the process of documenting a project? | CO1 | L2 | 14M |
| **(OR)** | | | | | |
| 3 |  | Write a detailed note on plagiarism in project work? | CO1 | L2 | 14M |
| **Unit-II** | | | | | |
| 4 |  | What is the role of body language during a viva-voce? Explain in detail. | CO2 | L2 | 14M |
| **(OR)** | | | | | |
| 5 |  | Write a detailed description of your project and present various slides from your power point presentation? | CO2 | L2 | 14M |
| **Unit-III** | | | | | |
| 6 |  | How can one set good long term career goals? Explain in detail | CO3 | L3 | 14M |
| **(OR)** | | | | | |
| 7 |  | Write a detailed analysis on cross cultural communication with appropriate instances? | CO3 | L3 | 14M |
| **Unit-IV** | | | | | |
| 8 |  | What is meant by power dressing? Mention do’s and don’ts of power dressing. | CO4 | L3 | 14M |
| **(OR)** | | | | | |
| 9 |  | Read the following case and answer the questions that follow  Jim is a loan officer at the local bank. Every day he goes down the block to his favorite restaurant for lunch. As he is preparing to cross the street, a concerned pedestrian appears out of nowhere and grabs his wheel chair, and proceeds to push him across the street. Jim begins to protest explaining that he is perfectly capable of getting across the street. The pedestrian ignores Jim’s protest and says, “This is a dangerous street, just sit still and let me help you.” When Jim is across the street, the pedestrian pats him on the shoulder, and says, “Poor thing just out here trying to do everything by yourself.” Jim is furious, but does not feel like he can address the situation in a professional way.   1. What is going on in this case study? 2. What would you have done if you were Jim?   Have you ever been in a situation where you felt belittled or powerless? | CO4 | L2 | 14M |

