

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT, SOLAN

Mid Term Examination-Summer semester, June 2018

B. Tech (All Branches) Semester I

Course Name: Presentation and Communication Skills

Max Marks :50

Course Code: 10B11PD111

Course Credit :03

Max Hours: 2Hrs

All Questions are Compulsory. Attempt all questions in a sequence .All questions carry equal marks.

Q1. Define Communication. What do you understand by the terms: Formal, Informal and Serial Communication? Give examples for each. (7)

Q2. Define Grapevine. What are the disadvantages of Grapevine to the organization? How can it be controlled? . (7)

Q3. Under what circumstances you would use Indirect Plan to communicate a negative message. (7)

Q4. Write short notes on

a. Communication Process

b. You View point

c. Importance of analyzing the receiver (3*3=9)

Q5. You are the president of the Eco Club of your college. The College is observing " Ban the Plastic Week", to create awareness on the harmful effects of plastic. Draft a suitable notice. (10)

Q6. You work for a t-shirt graphic design company. Your company has grown since its founding two years ago and will be moving to a larger location that will allow for additional staff to fill design orders. You wish to notify your biggest t-shirt supplier, Cotton Works, to ensure a smooth transition to your new location. Previous dealings with Cotton Works have demonstrated that your contact there, John Green, is not prompt in responses. Write to John Green explaining your company's move and asking him to hold shipments to your company while your company moves during the week of March 7-13. You want to avoid the possibility of shipments being lost. You may invent addresses, phone numbers, and additional needed details. Include a polite request for a response from Mr. Green. Make this message as authentic as possible. (10)