

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATION- December 2017

B.Tech VII Semester

COURSE CODE: 10B11PD111

MAX. MARKS: 35

COURSE NAME: Presentation and Communication Skills

COURSE CREDITS: 03

MAX. TIME: 2 Hrs

Note: All questions are compulsory. Carrying of mobile phone during examinations will be treated as case of unfair means.

Q1. What is the primary purpose of a persuasive message? Explain with the help of an example. (Marks3)

Q2. Under what conditions the "Indirect Plan" can be used to frame a message. (Marks 3)

Q3. Define the three Internal Communication patterns. (Marks 3)

Q4. What factors should be considered when formatting a written Report. What should be the essentials of the Structure of the report? (Marks6)

Q5. You are the owner of Sigma Electrics, a small electrical construction company. Due to reduction of buildings in the area, it is necessary that you terminate Milton Young's employment. He is an excellent worker who has been with your company from last six months. You would like to see him return to work for you when building conditions improve. Write an **E-mail** to Milton Young and inform him about his termination. (Marks 10)

Q6. You are the President of the Alpha club in your college. Alpha club wants to hold a **Book Donation Camp**. Write a notice informing all in the college about this Book Donation event. (Assume the required details). (Marks 10)