

DiplETE – ET/CS (NEW SCHEME) – Code: DE99 / DC99**Subject: COMMUNICATION SKILLS & TECHNICAL WRITING**

Time: 3 Hours

DECEMBER 2011

Max. Marks: 70

NOTE: There are 9 Questions in all.

- Please write your Roll No. at the space provided on each page immediately after receiving the Question Paper.
- Question 1 is compulsory and carries 20 marks. Answer to Q.1 must be written in the space provided for it in the answer book supplied and nowhere else.
- The answer sheet for the Q.1 will be collected by the invigilator after 45 Minutes of the commencement of the examination.
- Out of the remaining EIGHT Questions answer any FIVE Questions. Each question carries 10 marks.
- Any required data not explicitly given, may be suitably assumed and stated.

Q.1 Choose the correct or the best alternative in the following: (2×10)

- a. There are _____ prevalent styles of designing a letter in our country.
- | | |
|-------|-------|
| (A) 2 | (B) 3 |
| (C) 4 | (D) 5 |
- b. Effective _____ communication is the corner-stone of success in life particularly with the BPOs.
- | | |
|----------------|--------------|
| (A) Written | (B) Oral |
| (C) Horizontal | (D) Downward |
- c. A meeting is normally convened by the _____.
- | | |
|-----------------|--------------------|
| (A) Chairman | (B) Secretary |
| (C) Shareholder | (D) Vice President |
- d. Both summary and precis should not be longer than _____ of the text.
- | | |
|---------|---------|
| (A) 30% | (B) 40% |
| (C) 50% | (D) 60% |
- e. The synonym of clumsy is _____.
- | | |
|--------------|-------------|
| (A) Ordinary | (B) Just |
| (C) Clear | (D) Awkward |
- f. The antonym of sensible is _____.
- | | |
|---------------|--------------|
| (A) Senseless | (B) Fearless |
| (C) Useless | (D) Lifeless |

- g. Written communication includes _____
- (A) Face-to-face (B) Telephone
(C) Speeches (D) Letters
- h. The term 'feeding' means _____
- (A) Consuming (B) Supplying
(C) Nourishing (D) Encouraging
- i. A person chosen by disputing parties to settle their differences is called _____
- (A) Agent (B) Partner
(C) Arbitrator (D) Owner
- j. The apostrophe (') is used to _____
- (A) Denote possession and other kind of relationship
(B) Introduce direct speech
(C) Join words and sentences
(D) Point out the reader's attention forward

**Answer any FIVE questions out of the following EIGHT questions.
Each question carries 10 marks.**

- Q.2** a. How does a Fax work? (6)
- b. Explain the objectives of Group Discussion. (4)
- Q.3** a. Explain the common types of report used in professional and in day-to-day administration. (6)
- b. What do you mean by idea of space and time in public speaking? (4)
- Q.4** Read the passage given below carefully and answer the questions that follow:

There are four drivers which together enable the emergence of a new competitive dynamic. However, 90% of the thinking on innovation is still very much a firm-centric, product-centric view. So what if 2 billion people start becoming innovators rather than passive consumers of innovation that comes from one genius or one firm?

The world is moving at a breakneck speed. Why can't we take one step forward and say that in the new world of competition of active involvement of consumers there is a new and different way to innovate? Is there a different

way to leverage the resources of others rather than assume that all the resources have to be inside the company? Once you start with that new perspective or managerial lens, you see change in innovation patterns all across. Take Google which lets you create your own page. It serves 100 million customers but the cost is zero for you. This is called Co-creation.

Take ICICI Bank, First there was a lot of debate on whether they can be a retail bank. Now they are not only a retail bank, but they are continuously evolving very rapidly. They have created a culture of highly decentralized innovation where people can propose any ideas that they have for new products and services. They get a chance to do it. If it works, they can roll out the concept and scale it rapidly. If it doesn't, they kill it. So there's a decentralized innovation process but a very simple one based on a strategic intent: Global and Rural, simultaneously. It means they want to serve large clients, global clients but also want the ability to serve the poorest of the poor with self-help groups, community banks and rural microfinance. The only organizing principle between those two is a very resilient business process that can be continuously changed at a low cost: commitment to information and communication technologies (ICT) and social infrastructure where experimentation and desire to win within the broad goal of being simultaneously global and rural. It also demands a deep understanding of how technology can be used to reduce cost and improve service.

Questions:

- a. (i) Name four driving forces in the 21st century.
 (ii) What is Co-creation?
 (iii) How can there be a decentralized innovation which is global as well as rural? (2×3)
- b. How has the author explained the idea of Co-creation with examples from Google and ICICI Bank? (4)
- Q.5** a. Distinguish effective listeners from ineffective listeners. (6)
- b. There are the six stages of the listening process: Receiving, Interpreting, Remembering, Evaluating, Responding & Acting. Explain any **FOUR** of them. (4)
- Q.6** a. What should we take into account in preparing agenda and minutes of a meeting? (6)
- b. Explain any four elements of formal writing. (4)
- Q.7** a. Write a brief note on the strategies for reading comprehension. (6)
- b. How should we communicate in a pluralistic society like India? (4)

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- Q.8** a. How do we overcome barriers to communication? (6)
b. What is Grapevine Communication? (4)
- Q.9** a. Explain Formal Communication. (6)
b. What is a Syllable? (4)