

**FACULTY OF ENGINEERING**

**B.E. (ECE/Mech./Prod./AE/IT) III - Semester (AICTE) (Main & Backlog), (New) Examination,  
February/ March 2024**

**Subject: Effective Technical Communication in English**

**Time: 3 Hours**

**Max. Marks: 70**

**Note: (i) First question is compulsory and answer any four questions from the remaining six questions. Each question carries 14 Marks.**

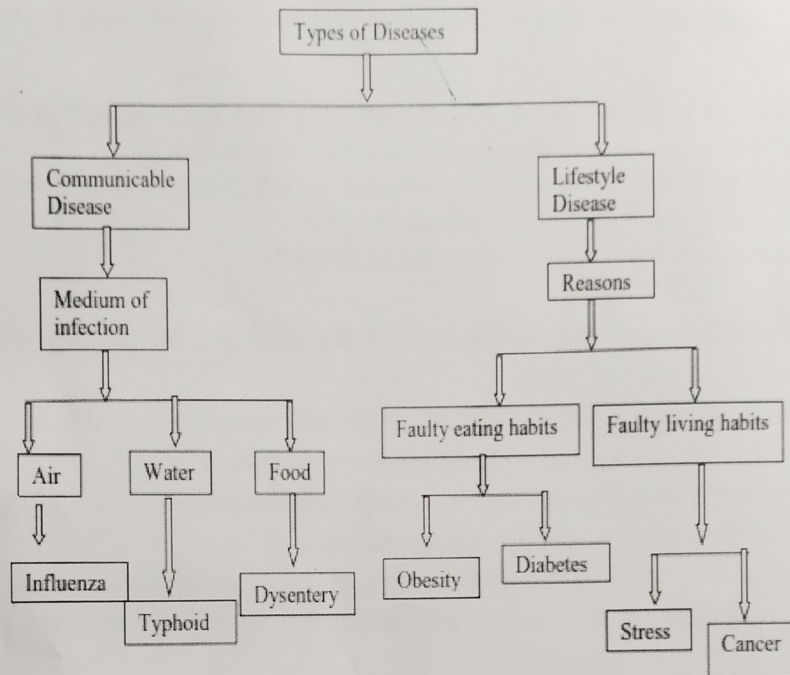
**(ii) Answer to each question must be written at one place only and in the same order as they occur in the question paper.**

**(iii) Missing data, if any, may be suitably assumed.**

1. a) "Technical communication is a central factor in the emerging technical society and business organization." Elucidate the idea.  
b) What do you mean by a solicited business proposal? Give an example.  
c) What is the role of courtesy and consideration in a business letter?  
d) How does an operations manual improve employee accountability in an organisation?  
e) What is the function of an appendix in a formal report?  
f) How does visual presentation impact the engagement of audience?  
g) Mention any four tools used in transferring verbal information to nonverbal form.
2. a) What are the important features of effective technical communication?  
b) Discuss the types of technical communication with suitable examples.
3. a) Outline the best practices for composing a business E-mail.  
b) Assume that you are Mr. B. N. Patra, the HR of Smart Solutions Pvt. Ltd, Ameerpet. Your company has recently recruited 70 engineering graduates from different colleges of Hyderabad. However, they require training on Soft Skills and Personality Development. Write a letter of enquiry to Drishti Center of Excellence, Himayatnagar by highlighting your requirements in this regard. (Points to be considered: Duration of training, fee structure, course materials, exam format, etc.)
4. a) Imagine that your college has a literary club called "Speech Weavers". You have been recruiting interested students for the last fifteen days to join the club. As the chairperson of the club, prepare the first progress report to be submitted to the Academic Dean indicating the purpose, progress so far, the methods of selecting candidates, predicted completion date, hurdles (if any), recommendations etc.  
b) What are the key benefits of preparing a feasibility report?
5. a) Prepare a user manual for the mobile phone that you have been using.  
b) Define operations manual and discuss its elements.



6. a) Observe the diagram carefully and write an effective paragraph based on the given information.



b) Discuss the role of various body language cues for an effective presentation.

7. a) Read the following passage and express the idea through an apt visual tool. Add a suitable title to it.

Communication can take various forms, and individuals often have different styles of expressing themselves. The first one is Assertive Communication and some of its characteristics are clarity, directness and honesty. Then comes the Aggressive Communication which is forceful, dominating, and often disregards the opinions and feelings of others. In Passive Communication, the speaker is indirect, unassertive, and often tries to avoid conflict. Passive-Aggressive Communication is marked by indirect expression of hostility or resentment. In Collaborative Communication one can notice an emphasis on teamwork, active listening, and joint problem-solving. A speaker involved in Emotional Communication expresses feelings and emotions openly.

It's important to note that individuals may exhibit a combination of these communication styles depending on the context, relationships, and personal preferences. Effective communication often involves adapting one's style to the specific situation and being mindful of the impact on others.

b) What is an IOM? Discuss the types of memos.

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