

AMIETE – CS/IT (OLD SCHEME)

Code: AC02/AT02
Time: 3 Hours

Subject: COMMUNICATION AND TECHNICAL WRITING
Max. Marks: 100

DECEMBER 2010

NOTE: There are 9 Questions in all.

- 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 half an hour of the commencement of the examination.
- Out of the remaining EIGHT questions answer any FIVE questions. Each question carries 16 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 and indicate (A,B,C or D) in the space provided for it in the answer book. (2×10)

In this question (parts a to j) some of the sentences have an error and some have none. Each sentence has three divisions- (A) (B) and (C) Find out which part of the sentence has an error and indicate that in the space provided for it in the answer book against the appropriate Question number (i.e. A, B, C, etc.). If there is no error in the sentence then write (D) against that Question in the Answer Book.

- He is totally (A) / disinterested (B) / in your personal affairs. (C) / No error (D)
- She is one of those women (A)/ who is (B)/ straightforward in life. (C)/ No error (D)
- No sooner did I enter (A) / the book shop when the mobile phone (B)/ in my pocket began vibrating. (C)/ No error.(D)
- There is a number (A)/ of spelling errors (B)/ in this sentence. (C)/ No error (D)
- I keenly observed the phenomenon (A)/ of price rise (B)/ in the last five years. (C) / No error (D)
- My friend realized only later (A)/ that he opted (B)/ for a wrong course.(C)/ No error (D)
- We should distinguish (A)/ between information sources that are reliable (B)/ and those that are not. (C)/ No error (D)
- He asked (A)/ how could anybody believe (B)/ such a thing. (C)/ No error (D)

- i. A national campaign is in progress (A)/ in recent months (B)/ to focus attention on safe surfing. (C)/ No error (D)
- j. At what stage (A)/ you made the mistake (B)/ like this?. (C)/ No error (D)

**Answer any FIVE questions out of the following EIGHT questions.
Each question carries 16 marks.**

- Q.2** a. The sitting posture sends across a particular message. Explain the following:
(i) Position of legs: (A) Legs stuck close to each other; (B) Legs are slightly parted. (4)
(ii) Position of the upper body: (A) Straight and stiff; (B) Tilted backwards. (4)
- b. (i) Explain the importance of the eye contact while answering a question. (4)
(ii) Comment on the relative significance of the assertive response and the mild one in an interview. (4)
- Q.3** a. The medium of films can be used for serious educational purposes. Do you agree? Give a reasoned answer. (16)

OR

- b. To what extent do television advertisements affect and influence customer behaviour? Elucidate. (16)
- Q.4** a. Read the passage given below carefully and answer the questions that follow in your own words: (5 × 2=10)

The economic policies of the past few decades based on the assumption of infallibility of a self-correcting free market system are called into question and there is growing support for putting in place a more equitable international economic system. It is against this twin but interrelated setting that the preliminary report of the U. N. Commission of Experts on Reforms of the International Monetary and Financial System merits serious consideration for three broad reasons. The first relates to its prognosis of the economic meltdown, and the second to its assessment of the global impact of the crisis that emanated from the developed market economies and spread to developing economies hitting them most severely. The third and, perhaps, the most important reason lies in the 20 pointed recommendations for correcting the system. Its proposals covering immediate-term and long-term measures have the potential to bring in changes that will have a direct economic bearing on the states and individuals for decades to come.

The Commission's recommendation for the creation of a fully representative Global Economic Council (GEC), along the lines of the U. N. General Assembly, to address areas of concern in the functioning of global economic system is an idea whose time has come. A reshaped economic order that emerges from the rubble of the current crisis should necessarily be one that relies less on the self-correction of the market system and more on democratic

governance of the global economy. It is only appropriate that the malaise which originated in the developed world and assumed global proportions, is solved at a multilateral level with the victims and the perpetrators sharing the head table. The foundation of the GEC should be a workable system, which ensures that an influential few do not direct the course of the body, either directly or indirectly.

- i. What is the background for the preliminary report of the U. N. Commission of Experts?
- ii. Which are the economies that are hit the hardest and why?
- iii. What is wrong with the idea of self-correction of the market system?
- iv. How should the influential forces resolve the existing problem?
- v. What are the implications of 'reshaping' the economic order?

b. Distinguish between the meanings of the following pairs of words by framing sentences of your own.

- (i) imaginary; imaginative
- (ii) real; factual
- (iii) apprehend; comprehend (6)

Q.5 a. Technical English is descriptive and shuns opinions, confining itself to information, bare facts and application. Explain (8)

b. Words in Technical English are accurate and exact; they refer to tangible things and can thus be defined in clear terms. Elaborate. (8)

Q.6 a. Which audience is to be kept in mind by the writer for formal, technical communication and how does such an audience affect the style of writing? (8)

b. Discuss the steps one has to take for preparing a report that covers a conference where a number of subject-experts spoke. (8)

Q.7 a. Compose instructions regarding punctuality, team work, efficiency, etc that are meant to be circulated among the staff of an organization. (8)

b. How can graphics and other materials be used to augment the value of a presentation? (8)

Q.8 What does designing for Web entail? Also state the broader points to be observed while writing for Web. (16)

Q.9 You have to launch a new product in the market. Make a case in detail, for its utility, desirability and appeal for the benefit of the marketing unit in your firm. (16)