



B.E/B.TECH DEGREE EXAMINATIONS: APRIL /MAY 2024

(Regulation 2018)

Second Semester

COMMON TO ALL

U18ENI2202: Fundamentals of Communication-II

COURSE OUTCOMES

CO1: Read, listen, understand, and interpret material on technology.

CO2: Communicate knowledge and information through oral and written medium.

CO3: Reflect on effective use of formats and tactics in writing and speaking.

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 2 = 20 Marks)

(Answer not more than 40 words)

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|--|-----|-------------------|
| 1. List two key elements that should be included in a flyer. | CO1 | [K ₃] |
| 2. Prepare a simple tagline for a brochure to advertise a wristwatch. | CO2 | [K ₃] |
| 3. Write the parts of a formal letter. | CO3 | [K ₃] |
| 4. Describe the place where you went recently. | CO3 | [K ₁] |
| 5. List the details to be included in an online profile. | CO3 | [K ₁] |
| 6. List the details that are to be included in an agenda. | CO2 | [K ₂] |
| 7. State the importance of goal setting in academic or career success. | CO2 | [K ₄] |
| 8. What are your short-term goals? Draft a brief plan to achieve your short-term goal? | CO2 | [K ₄] |
| 9. Draft a topic sentence for paragraph on “Leadership” | CO1 | [K ₃] |
| 10. List the types of report | CO1 | [K ₃] |

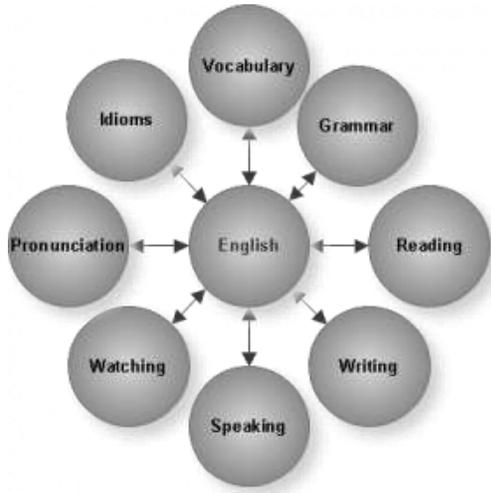
Answer any FIVE Questions:-

PART B (5 x 16 = 80 Marks)

(Answer not more than 400 words)

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|---|---|-----|-------------------|
| 11. a) You are the student chairman of your department association; you have planned to conduct a mandatory workshop on “Career skills”. As the student chairman write a circular informing students about a mandatory workshop on Career Skills. | 8 | CO2 | [K ₃] |
| b) Draft an agenda for the workshop on “Career Skills” and write the minutes of the first planning meeting. | 8 | CO2 | [K ₂] |

12. a) Develop the given graphical information into a text form in about 200 words. Apt 8 CO3 [K₃]
 topic sentence, appropriate discourse markers and the relevant information are the essentials to be included.



- b) Compose a letter to any of your favourite industry seeking permission for an in-plant training. 8 CO3 [K₃]
13. a) Write a comprehensive review of a recently released movie, including analysis of the plot, characters, cinematography, and overall impact. 8 CO1 [K₃]
- b) Develop a detailed company profile for a startup in the technology sector. 8 CO3 [K₄]
 Include sections on company history, mission and vision, key products and services, market position, and future plans.
14. a) You are in the final round of the HR interview. The panel has asked your key strengths and weaknesses. Write your response on key strengths and weakness. 8 CO2 [K₂]
- b) Elaborate any of your personal experience where you converted your challenges into opportunity. 8 CO2 [K₂]
15. a) Draft a persuasive paragraph in about 150 words on “The Importance of Renewable Energy”. 8 CO3 [K₄]
- b) Analyze the picture given and write a narrative describing the scene. Include details about the people, activities, and atmosphere. 8 CO2 [K₃]



16. a) You are the chief engineer in a manufacturing unit where a minor fire accident 16 CO3 [K₆]
happened recently. Draft a detailed report on the accident. Include details about
the incident, causes, consequences, and preventive measures. Invent all the
necessary details.
