KUMARAGURU
college of technology
character is life

B.E/B.TECH DEGREE EXAMINATIONS: APRIL / MAY 2023

(Regulation 2018)

Second Semester

COMMON TO BIO / CSE / EEE / ECE / EIE / IT

U18ENI0201: Fundamentals of Communication

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)

1. Explain the characteristics of a Functional Resume.   CO2   [K2]

2. Draft the process of booking a bus ticket online.   CO3   [K3]

3. Answer the following interview question: CO2   [K3]

   Can you provide an instance in which you demonstrated initiative and assumed a leadership

   role?

4. Write the correct answer for the following: CO3   [K3]
   (i) Software is related to Code in the same way as Hardware is related to _____.
   A. Components
   B. Circuits
   C. Assembly
   D. Physical

   (ii) Cube is related to Square in the same way as Square is related to _____.
   A. Plane
   B. Triangle
   C. Line
   D. Point

5. Draft a sample Agenda for the launch of a new scientific forum in your college.   CO2   [K2]

6. Outline the attributes of a Pie Chart.   CO2   [K1]

7. Enumerate any four etiquettes that are to be followed while writing an email.   CO3   [K2]

8. Discuss the various strategies that can be implemented to enhance the effectiveness of a newspaper advertisement.   CO1   [K$_3$]

9. List out the different components that should be present in a company profile.   CO3   [K$_1$]

10. Write any two pros and cons of the product of your choice.   CO3   [K$_2$]

Answer any FIVE Questions
PART B (5 x 16 = 80 Marks)
(Answer not more than 400 words)

11. a) Assume that you are a Marketing Manager and write an email to the Event   8   CO2   [K$_3$] Coordinator of The Residency Towers (Hotel), Coimbatore, requesting necessary arrangements for a product launch event that your company plans to conduct next month. Invent necessary details.

    b) Write any four most frequently asked interview questions and provide   8   CO3   [K$_2$] appropriate answers for the same.

12. a) Draft a Company Profile for an organization of your choice.   8   CO3   [K$_4$]

    b) Write a detailed report on Yugam - A Technocultural Fest that took place in your   8   CO3   [K$_4$] college recently.

13. a) Create an attractive newspaper advertisement for a recently launched smart watch   8   CO1   [K$_4$] with a suitable tagline for the same.

    b) Write a review about any mobile phone of your choice covering the following   8   CO1   [K$_3$] aspects:

      i) What are its main features?

      ii) How does the product perform in terms of its functionality, reliability, and durability?

      iii) Did the product meet your expectations and fulfill its intended purpose? Why or why not?

      iv) How would you rate the overall quality and design of the product?

14. a) Draft a letter addressed to Bharat Benz India Limited, situated in Navi Mumbai,   8   CO2   [K$_2$] requesting permission to undertake a three-month internship with their organization. Invent necessary details.

b) Transcode the following chart into meaningful paragraphs with appropriate 8   CO1 [K4]
discourse markers. Give a suitable title.
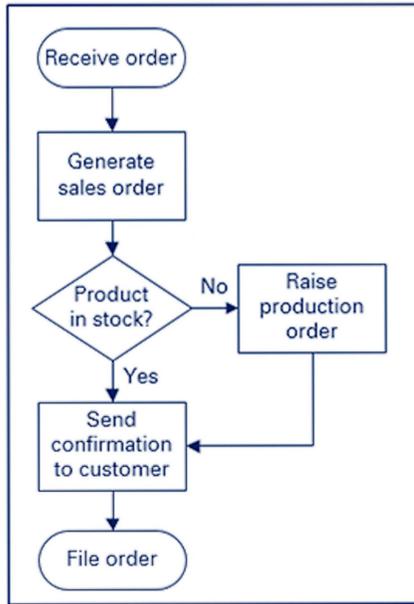
15. HCL Technologies in Bangalore has recently announced openings for 15 16 CO2 [K3]
Software Developer positions and is inviting applications from qualified
candidates. Compose an application letter for the mentioned position along with
a well-tailored resume that includes an objective statement, educational
background, and pertinent experience.

16. Compose a Project Expo Proposal encompassing essential information such as 16 CO2 [K3]
the event's objective, schedule, stakeholders, budget, and additional prerequisites.

****