



B.E/B.TECH DEGREE EXAMINATIONS: NOV/DEC 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)

- | | | |
|---|-----|-------------------|
| 1. State the strategies that can make a flyer or brochure visually appealing and effective. | CO1 | [K ₃] |
| 2. Evaluate common mistakes in formal letter writing and propose ways to avoid them. | CO2 | [K ₃] |
| 3. List the types of report | CO1 | [K ₃] |
| 4. Describe the place where you went recently. | CO3 | [K ₁] |
| 5. What is a topic sentence in a paragraph? | CO1 | [K ₁] |
| 6. Draft an agenda for the first meeting of your department association. | CO2 | [K ₂] |
| 7. State the importance of goal setting in academic or career success. | CO2 | [K ₄] |
| 8. Why is it important to regularly update your online profile? | CO2 | [K ₄] |
| 9. Draft a brief review on a smart watch. | CO3 | [K ₃] |
| 10. List the parts of a formal letter. | CO3 | [K ₃] |

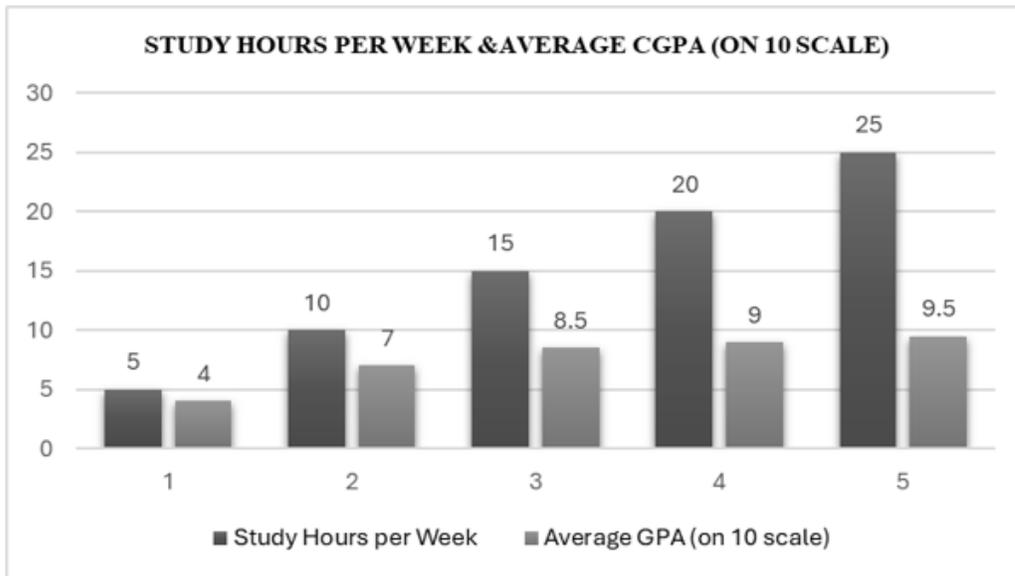
Answer any FIVE Questions:-

PART B (5 x 16 = 80 Marks)

(Answer not more than 400 words)

- | | | | |
|--|---|-----|-------------------|
| 11. a) Draft a resume and a cover letter as a trainee engineer. | 8 | CO2 | [K ₆] |
| b) Draft a circular inviting students to participate in an environmental awareness campaign. | 8 | CO2 | [K ₆] |

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) Interpret a picture given in a Picture Connect activity and develop a short story. 8 CO3 [K₃]



13. Draft a company profile for a startup specializing in renewable energy solutions 16 CO3 [K₃]

14. a) You are in the final round of an HR interview, and the panel has asked you to share your core strengths and areas where you can improve. Craft a thoughtful response that effectively highlights your capabilities while addressing your weaknesses constructively. 8 CO2 [K₂]

- b) Elaborate any of your personal experience where you converted your challenges 8 CO2 [K₂]

into opportunity.

- | | | | | | |
|-----|----|---|----|-----|-------------------|
| 15. | a) | Create content for delivering an extempore speech on how technology has impacted communication in recent years. | 8 | CO3 | [K ₃] |
| | b) | Draft a formal permission letter for organizing an industrial visit for third-year engineering students. | 8 | CO3 | [K ₄] |
| 16. | | Design a proposal for organizing an inter-college event, highlighting the purpose, budget, and timeline. | 16 | CO3 | [K ₆] |
