



B.E/B.TECH DEGREE EXAMINATIONS: NOV/ DEC 2024

(Regulation 2024)

First Semester

COMMON TO CSE/ IT/ AI&DS

24HST103: Effective Communication

COURSE OUTCOMES

- CO1: Demonstrate proficiency in delivering ideas effectively, both in speaking and writing, with a deeper understanding of the content and the ability to convey complex ideas through well-structured paragraphs and summaries.
- CO2: Create and present original content by evaluating information from multiple sources and employing appropriate formats and writing strategies across various professional contexts.
- CO3: Produce engaging and informative content through active listening, reading, reflection, and effective communication skills.

Time: Three Hours

Maximum Marks: 100

PART A (4 * 20 = 80 Marks)

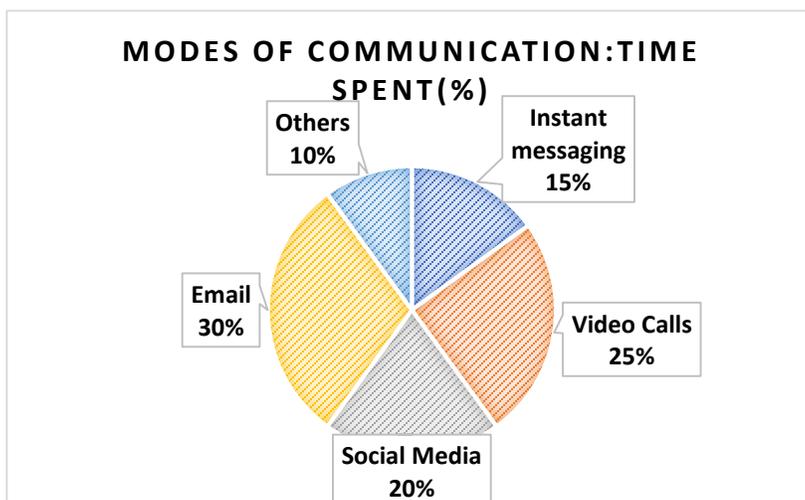
Answer all the Questions

1. a) Explain the importance of structure in expository paragraphs. 2 CO1 [K₁]
- b) Identify the tone and purpose in the following paragraph and justify your reasoning. 2 CO1 [K₂]
- Paragraph:
"The increasing reliance on digital communication has transformed professional interactions. While emails and instant messaging offer convenience, the lack of personal touch in these mediums often leads to misunderstandings and strained relationships. Developing empathy and clarity in digital communication is essential for effective professional exchanges."
- c) Read the following extract, summarize it in 40–60 words, and create concise notes highlighting the key points. 8 CO1 [K₄]

Text Extract:

"Globalization has been a transformative force in the modern era, reshaping economies, societies, and cultures across the globe. By connecting people and nations, it has facilitated the exchange of goods, services, knowledge, and ideas, fostering innovation and economic growth. International trade has surged, providing businesses with expanded markets and consumers with greater access to diverse products. However, globalization has also brought significant challenges. The integration of global markets has led to cultural homogenization, threatening the uniqueness of local traditions. Economic benefits are not evenly distributed, exacerbating the gap between wealthy and impoverished nations. Additionally, the reliance on global supply chains has heightened vulnerability to disruptions, such as during pandemics or geopolitical tensions. While globalization offers immense opportunities, its pitfalls require careful management to ensure sustainable and inclusive development, balancing economic progress with cultural preservation and equitable growth."

- d) List and explain three key characteristics of a well-written narrative paragraph and descriptive paragraph, providing examples to support your explanation. 8 CO1 [K₃]
2. a) What is process writing? Outline its basic components. 2 CO2 [K₁]
 b) Write a short description of the key insights a bar chart provides. 2 CO2 [K₂]
 c) Analyze the following pie-chart and write a descriptive paragraph interpreting its data: 8 CO2 [K₄]



- Categories: Email (30%), SocialMedia (20%), Video Calls (25%), Instant Messaging (15%), Others (10%).

d)	Explain the role of visual aids in enhancing communication. List and describe four types of graphs, highlighting their specific functions in conveying information effectively.	8	CO2	[K ₂]
3. a)	Define the term "professional tone" and explain why it is essential in emails.	2	CO2	[K ₁]
b)	Draft a two-line instruction on how to use a printer.	2	CO2	[K ₂]
c)	Write a professional email to a client addressing a delay in project delivery, including an apology and a revised timeline.	8	CO2	[K ₃]
d)	Provide step-by-step technical instructions for installing a software in a mobile phone.	8	CO2	[K ₂]
4 a)	How does the methodology section help the reader in understanding a report?	2	CO3	[K ₁]
b)	How does a conclusion differ from a discussion section in a report?	2	CO3	[K ₂]
c)	Draft the abstract and results, findings and conclusions of a report titled "The Role of Artificial Intelligence in Modern Education."	12	CO3	[K ₃]
d)	Based on the analysis of customer feedback in the report on product satisfaction, write a set of 8 recommendations to enhance product quality and customer experience. Consider factors such as product features, customer service, and delivery times.	4	CO3	[K ₃]

Answer any ONE Question

PART B (20 x 1 = 20 Marks)

5. a)	What is the purpose of learning review writing?	2	CO3	[K ₁]
b)	Explain how note-making helps in learning.	2	CO3	[K ₂]
c)	Summarize the findings from the following research abstracts:	8	CO3	[K ₃]

1. Abstract 1:

"A study on renewable energy adoption across developing countries revealed that solar energy is the most widely implemented source due to its decreasing costs and scalability. However, limited access to financing remains a critical barrier for rural households to adopt solar power systems. The research highlights that government subsidies and awareness campaigns can significantly improve adoption rates."

2. Abstract 2:

"In a survey of 500 students, online education was found to be effective for delivering theoretical knowledge, but students reported a lack of engagement in practical sessions. The study recommends integrating Augmented Reality (AR) tools to enhance the hands-on experience in virtual classrooms."

3. Abstract 3:

"A meta-analysis on urban transportation systems indicated that Electric Vehicles (EVs) are essential for reducing greenhouse gas emissions. However, inadequate charging infrastructure and high initial costs were cited as major challenges. The study concludes that collaborative efforts between governments and private entities can accelerate the transition to EVs."

- d) Write a review of a smartphone you recently used, focusing on its features, performance, and overall value for money. Conclude with your recommendation for potential buyers. 8 CO3 [K₅]

OR

6. a) How can pod casters use story telling techniques to make their language more engaging and effective? 2 CO3 [K₁]
- b) What role does tone and pitch play in language development for podcasting? 2 CO3 [K₂]
- c) You are a member of a team tasked with creating a podcast series on sustainable energy solutions. Your first episode focusses on solar power. Your target audience is young adults. Prepare the first podcast episode. 8 CO3 [K₃]
- d) Analyze how technological advancements have impacted research methodologies in the last decade. 8 CO3 [K₃]

CO distribution summary:

	CO1	CO2	CO3
Marks (%)	30	40	30
