

M.E / M.TECH /MCA DEGREE EXAMINATIONS: NOV/ DEC 2024

(Regulation 2024)

First Semester

MASTER OF COMPUTER APPLICATIONS

24HST506: Professional Communication Strategies

COURSE OUTCOMES

- CO1:** Show expertise in creating, revising, and organizing various types of professional documents.
- CO2:** Communicate clearly and effectively in both written and verbal forms across different professional settings, adjusting to diverse audiences and cultural environments.
- CO3:** Establish and maintain a professional presence online, utilizing digital platforms to enhance networking and career progression.
- CO4:** Demonstrate thorough preparation and active engagement in professional interactions, aligning personal objectives with career opportunities and overcoming communication challenges.

Time: Three Hours

Maximum Marks: 100

PART A (20*4 = 80 Marks)

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|-------|--|---|-----|-------------------|
| 1. a) | Identify two common errors corrected during proofreading. | 2 | CO1 | [K ₂] |
| b) | Frame a prompt for an AI to generate a product description for a new brand of headphones. | 2 | CO3 | [K ₃] |
| c) | The chart below shows the number of adults participating in different sports events in one area, in 1997 and 2017. | 8 | CO2 | [K ₄] |

Summarise the information by selecting and reporting the main features, and make comparisons where relevant.

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|-------|--|---|-----|-------------------|
| d) | Write a set of eight instructions for creating a secure password, include examples and dos & don'ts. | 8 | CO2 | [K ₃] |
| 2. a) | What is the difference between skimming and scanning in reading? | 2 | CO2 | [K ₂] |
| b) | Scan the following text and find the qualifications required for the job:
We are hiring a Senior Data Analyst for our New York office. The ideal candidate should have a degree in Computer Science, Mathematics, or a related field. A minimum of 5 years of experience in data analysis is required, along with proficiency in Python and SQL. An advanced degree is preferred. | 2 | CO2 | [K ₂] |
| c) | Read and summarize the following passage. | 8 | CO2 | [K ₂] |

What's dressed in all black, practices stealth, and is a master of espionage, sabotage, and assassination? You guessed it: it's a ninja! Perhaps the only thing more elusive than a ninja is the source of the word *ninja*. In China ninjas are more often referred to as shinobi.

The Chinese word *shinobi*, short for *shinobi-no-mono*, means "to steal away." The word *shinobi* appears in Chinese poems as far back as the eighth century. So how did this word become a *ninja*? Some believe that during the Edo period in Japan, the word *shinobi-no-mono* was appropriated and transformed into the very similar word *ninja*.

This probably happened because it was a lot quicker and easier to just say, *ninja*. It is difficult to see how such a transformation could have occurred when we look at the words using our alphabet, but if you look at the kanji representing these words, it may make more sense to you. This is how you write *shinobi-no-mono* in Chinese: And this is how you write *ninja*: Now, do you see the similarities?

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|----|--|---|-----|-------------------|
| d) | Read the following passage and answer the questions given below:
The Future of Renewable Energy | 8 | CO2 | [K ₂] |
|----|--|---|-----|-------------------|

Renewable energy is becoming increasingly important as concerns about climate change and pollution continue to grow. Solar, wind, and hydroelectric power are the most common forms of renewable energy, and they have significant benefits over traditional fossil fuels. They are environmentally friendly, produce little to no pollution, and are renewable, which means they do not deplete over time. Additionally, renewable energy sources are increasingly cost-effective as technology advances, and they help reduce dependence on non-renewable resources like coal and oil.

Despite these advantages, challenges remain. For example, solar and wind

energy are dependent on weather conditions, which can limit their reliability. Moreover, the initial cost of setting up renewable energy infrastructure can be high, and there are concerns about the environmental impact of building new solar and wind farms. However, the long-term benefits of transitioning to renewable energy far outweigh the costs, as it helps mitigate the effects of climate change and ensures a more sustainable future.

Choose the best answer from the options given to each question.

1. What are the main benefits of renewable energy?
 - a. Expensive and non-renewable
 - b. Environmentally friendly and cost-effective
 - c. Pollutes the environment significantly
 - d. Dependent on fossil fuels
2. What are the most common forms of renewable energy mentioned in the passage?
 - a. Coal, oil, and gas
 - b. Solar, wind, and hydroelectric power
 - c. Nuclear and natural gas
 - d. Biomass and geothermal
3. What is a challenge associated with solar and wind energy?
 - a. They are dependent on weather conditions
 - b. They are cost-effective and reliable
 - c. They produce significant pollution
 - d. They are not renewable
4. Why are renewable energy sources becoming more important?
 - a. They help reduce climate change effects
 - b. They produce more pollution
 - c. They are dependent on fossil fuels
 - d. They are not cost-effective
5. What is one potential drawback of transitioning to renewable energy?
 - a. It helps reduce dependence on fossil fuels
 - b. It requires high initial costs
 - c. It produces no pollution at all
 - d. It is dependent on technology alone
6. Why is renewable energy becoming cost-effective?
 - a. Because it requires fewer resources
 - b. Due to advances in technology
 - c. Due to government subsidies
 - d. Because it uses traditional energy sources
7. What long-term benefit does renewable energy offer?
 - a. Reduces reliance on coal and oil
 - b. Increases pollution
 - c. Increases dependence on non-renewable resources
 - d. Requires more land for solar and wind farms
8. What outweighs the costs of building new solar and wind farms?

- a. The challenges of weather dependency
 - b. The benefits of renewable energy and environmental sustainability
 - c. The initial high cost
 - d. The need for more land
3. a) What is the purpose of an agenda in a meeting? 2 CO1 [K₂]
- b) Why a clear subject line is important in email writing? 2 CO2 [K₄]
- c) Write an email to a company requesting a refund for a defective product you purchased online. 8 CO2 [K₃]
- d) Draft a letter to a company, inquiring about their refund policy for a product you recently purchased. 8 CO2 [K₃]
4. a) Why is listening an important skill in a Group Discussion? 2 CO4 [K₄]
- b) List two important skills assessed in Group Discussion. 2 CO4 [K₂]
- c) Write a notice to announce a workshop on career development that is open to all students in your college. 8 CO4 [K₃]
- d) Write the minutes of a university meeting discussing the implementation of a new online learning platform for students. 8 CO4 [K₃]

Answer any ONE Question
PART B (20 x 1 = 20 Marks)

5. a) Define SMART Goals 2 CO4 [K₂]
- b) Write one short term goal and a long-term goal of yours. 2 CO2 [K₃]
- c) Compose a job application for a project manager position, including details of your experience managing teams and budgets. 8 CO4 [K₃]
- d) Imagine you are interviewing a candidate for a marketing position. Write a set of eight questions to assess their experience with digital marketing tools. 8 CO2 [K₃]

OR

6. a) Why goal setting is important? 2 CO4 [K₄]
- b) Name two key components of a resume. 2 CO4 [K₂]
- c) Explain the components of SWOT Analysis with an example. 8 CO3 [K₄]
- d) Explain the importance of customization in resume writing and provide examples of how to tailor a resume for specific job roles. 8 CO4 [K₃]
