



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

(Regulation 2024)

First Semester

**COMMON TO CSE / IT/ AI&DS**

24HST104: Professional Communication

**COURSE OUTCOMES**

- CO1: Demonstrate proficiency in crafting clear, concise, and well-structured technical content and professional communications, including emails that meet industry standards.
- CO2: Communicate effectively in team settings, showcasing collaboration, conflict resolution, and leadership skills, while employing creative writing techniques to convey complex ideas.
- CO3: Apply principles of cross-cultural communication and effective listening techniques to engage successfully in diverse, globalized professional environments.

**Time: Three Hours**

**Maximum Marks: 100**

**PART A (4 \* 20 = 80 Marks)**

**Answer all the Questions**

- |    |    |  |   |     |                   |
|----|----|--|---|-----|-------------------|
| 1. | a) | What are the differences between technical and non-technical communication?                                | 2 | CO1 | [K <sub>1</sub> ] |
|    | b) | Describe the structure of a professional email with an example.  | 2 | CO1 | [K <sub>2</sub> ] |
|    | c) | Write an email to your manager explaining a delay in project delivery and propose an alternative timeline. | 6 | CO1 | [K <sub>2</sub> ] |
|    | d) | Analyze the challenges faced in crafting professional emails and suggest solutions.                        | 6 | CO1 | [K <sub>3</sub> ] |
|    | e) | How does clear subject line design improve email communication efficiency?                                 | 4 | CO1 | [K <sub>1</sub> ] |
| 2. | a) | Define the role of instant messaging tools in business communication.                                      | 2 | CO2 | [K <sub>1</sub> ] |
|    | c) | Write a detailed plan for creating an engaging technical blog.   | 6 | CO2 | [K <sub>2</sub> ] |
|    | d) | Assess the impact of video conferencing on cross-cultural team collaboration. Use a real-world example.    | 6 | CO2 | [K <sub>3</sub> ] |
|    | e) | Discuss the ethical considerations of using digital media in professional settings.                        | 4 | CO2 | [K <sub>1</sub> ] |
| 3. | a) | What are the characteristics of effective process writing?   | 2 | CO3 | [K <sub>1</sub> ] |
|    | b) | Describe how to write a reflective essay based on a workplace experience.                                  | 2 | CO3 | [K <sub>2</sub> ] |

- c) Draft a review of a recent research article, that you have read, focusing on its objectives and conclusions. 8 CO3 [K<sub>3</sub>]
- d) Explain the significance of transcoding graphics in technical documentation. Provide a specific example. 8 CO3 [K<sub>2</sub>]
- 4 a) What are the key elements of digital professionalism? 2 CO1 [K<sub>1</sub>]
- b) Explain the importance of a consistent tone while building an online professional profile. 2 CO2 [K<sub>2</sub>]
- c) Create a scenario-based guideline for building an impactful LinkedIn profile for a fresh engineering graduate. 12 CO3 [K<sub>3</sub>]
- d) How does awareness of cultural diversity contribute to a globalized professional presence? 4 CO2 [K<sub>3</sub>]

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

- 5. a) What are the benefits of incorporating environmental awareness in project development? 2 CO1 [K<sub>1</sub>]
- b) Explain the structure of a project report addressing a social issue. 2 CO1 [K<sub>2</sub>]
- c) How do you personally connect environmental and social responsibilities in your daily life? 8 CO2 [K<sub>4</sub>]
- d) Propose a community project to address the problem of e-waste management, detailing the implementation strategy. 8 CO3 [K<sub>5</sub>]

OR

- 6. a) Define the significance of social responsibility in professional settings. 2 CO1 [K<sub>1</sub>]
- b) Describe the steps for creating a project report on water conservation initiatives. 2 CO1 [K<sub>2</sub>]
- c) Evaluate a corporate initiative aimed at reducing carbon footprint, highlighting its effectiveness. 8 CO2 [K<sub>5</sub>]
- d) Design a case study focusing on the role of technology in addressing social challenges, such as education access. 8 CO3 [K<sub>6</sub>]

CO distribution summary:

	CO1	CO2	CO3
Marks (%)	33	33	34

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