

WRITTEN AND ORAL TECHNICAL COMMUNICATION
(CS-209, May 2004)

Time: 3 Hrs

Max Marks: 60

Note: Section A is compulsory. Attempt any four questions from Section B and two from Section C.

Section-A

1. Read each statement carefully and state which is True and which is False. Indicate your choice by writing T or F in your answer book:
 - (a) Every business letter's complementary close is 'Yours faithfully' irrespective of its salutation.
 - (b) Tit for Tat policy should determine the writing of an adjustment letter.
 - (c) The structure of a proposal is the same as that of a report.
 - (d) Usually a memo is written for communication within an organization.
 - (e) A proposal should be prepared only when it is solicited.
 - (f) A job application letter is written to sell one's services.
 - (g) In the job offer letter, all the terms and conditions of service should be carefully specified.
 - (h) Minutes are the authentic records of discussion held and decisions taken at a meeting.
 - (i) It is not necessary to acquire proficiency in oral communication to perform one's professional tasks efficiently.
 - (j) For communication in a global context, knowledge of cultural norms and patterns of the concerned society is essential.
 - (k) Noting on the file is essential before sending the reply of a letter.
 - (l) Persuasion and appeal are the hallmarks of a successful collection letter.
 - (m) Consistency in approach is looked for in Bibliography.
 - (n) The words summary and synopsis are interchangeable.
 - (o) A précis is a restatement in shortened form of the main ideas and points in a piece of writing.

Abridge the following sentences:

- (p) The manager asked the foremen what he thought about the proposal.
- (q) The job that the worker was given was dull and tiring.
- (r) The explanation that you have given is not satisfactory.
- (s) As they have been exhausted by the work, the workers sat down.
- (t) His conduct was such that it could not be excused.

Section-B

2. State qualities of a good report. What is included in terminal part? What is an annexure? What material is included in it?
3. (a) Differentiate among list of reference, bibliography and footnote.
(b) What is the difference between an abstract and summary?
4. Write a brief note on the characteristic features of technical proposal.
5. Identify different criteria for making effective oral presentations.
6. What is a Resume? What is its main function? What points would you bear in mind while writing the covering letter?

Section-C

7. Write a letter of application in response to the following advertisement:
A large company having foreign collaboration requires salesman. Candidates should be graduate with about two years selling experience. Attractive salary commensurate with ability offered. Bright prospects of promotion for the right men. Apply within two weeks to P.O. Box No. 3214 No. 110001.
8. Write the paragraph in approximately 300 words on any one of the following topics:
 - (i) Example is better than precept
 - (ii) There's many a slip between the cup and the lip.
 - (iii) No risk no gain
 - (iv) Self-help is the best help
9. Make a précis of the following passage in about one-third of its length and suggest a suitable title:
There is often an inadequate understanding or erroneous impression of the role of the government in the management of the public sector. It has to be clarified that it is not that of a fifth wheel in the total setup. It is complementary to the functions of the management of the public sector corporations and, at the same time, effective and consonant with discharging its obligation of accountability of the public sector.
It is also the government's primary responsibility to ensure that the public sector units are run in accordance with the overall government policies, objectives and goals set for the undertakings and that they continue to improve their performance. It must, therefore, prescribe the yardsticks for judging their performance and must have the necessary inflow of information to monitor and evaluate their progress to predetermined indices.
In order to do so, government has rightly retained the right to appoint the chief executives on the Board of Directors of public sector companies. Furthermore, it has its nominee director on the Board to ensure that important policy decisions conform to government policies.

Likewise, it is for the government to formulate policies of a national character and it has to have an effective say in the overall policies of labour relations, in the matter of wages and incentives and in the system and modalities of recruitment, research and development, import and transfer of technology and so on. But all this is not to take on itself the role of management in these companies but to help and supplement their efforts within the overall national policies.

It is in this context, drawing on my own experience in government in so far as the Department of the heavy industry is concerned, that we took a decision to professionalize the management of the public sector undertakings within our purview, and at the same time giving them a reasonably long time to prove their performance, and thus, giving them a sense of stability and involvement. We also set up a management information system in our department to accord with our functions and difficulties could be anticipated or detected in time for remedial measures rather than be confined to post-mortem.

I am glad to say that the present working relationship between the public sector undertakings and the government is such that each one understands, appreciate and respects the other's role and responsibilities and it has given rise to a mutual feeling of trust and inter-dependence.

The public sector units have no occasion to say that directives are issued by the government sitting in any ivory tower. They have the confidence that their difficulties and problems are appreciated and they can always look to the government for such legitimate assistance as they may require.

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