

SHAMBHUNATH INSTITUTE OF ENGINEERING AND TECHNOLOGY

Subject Code: KAS 204

Subject: Professional English

B.Tech. 2nd SEMESTER

FIRST SESSIONAL EXAMINATION, EVEN SEMESTER, (2019-2020)

Branch: CS, CE, ME, EC and EE

Time 1hr 30 min

Maximum Marks – 30

SECTION – A

1. Attempt all questions in brief:

(1*5 = 5)

QN	Question	Marks	CO	BL
a.	Define the extent and coverage of Technical English. ANS:- Technical English uses formal words, phrases, sentences, and paragraphs. It need not be restricted by only to the fields of engineering and technology. It can also extend to the fields of science such as biology, chemistry, physics, mathematics etc. it is extended to Finance, medicine, law etc. where the communicators use certain technical or specialized terms to transmit and interchange messages within their own specializations.	1	1	1
b.	Differentiate between Active and Passive Listening. ANS:- Active Listening: Active listening is a technique that is used in counseling, training, and solving disputes or conflicts. It requires that the listener fully concentrate, understand, respond and then remember what is being said. Active listening involves listening with all senses. As well as giving full attention to the speaker, it is important that the 'active listener' is also 'seen' to be listening - otherwise the speaker may conclude that what they are talking about is uninteresting to the listener. Passive Listening: Passive listening is mechanical and effortless. If you are awake and your ears work properly, you can listen passively. It does not require any special effort. You hear what your teacher says and you might be able to tell the difference between major and minor points of the lecture, but that is about it. Lack of enthusiasm and a "careless" attitude during class characterize a student who is a passive listener.	1	1	3
c.	Expand the Following Abbreviations- A.C., D.C. ANS:- A. C – alternating current D.C- Direct Current	1	2	1
d.	Explain is Skimming method of reading. ANS:- Before starting to read a text in detail, you should take a moment to preview the text. Read quickly, without pausing to study the details. This is called skim reading or skimming. You should understand For which audience the text was written (general public, professionals, laymen.....)	1	1	2

	What type of text it is. What the purpose of the author is. The general contents of the text.			
e.	Explain Spatial Method. ANS:- <i>Spatial Method</i> : - If a technocrat is writing to describe the parts of a machine or a plot of ground, he/she will like to organise the thought spatially. This method or order of place involves the process of dividing a subject or topic based on how they are arranged in space.	1	3	2
f.	Discuss Memo. ANS:- Memo (Memorandum) :- Memo is often used for memorandum Reports in the business world. Today it has become an integral part of inter and intra departmental correspondence. Oxford Dictionary describes Memo is an “official note from one person to another in the same organization.” According to Lesikar and Flatley, “Memorandums are a form of letter written inside the business. In rare cases, they may be used in communicating outside the business. They are written messages exchanged by employees in the conduct of their work.”	1	2	1

SECTION - B

2. Attempt any TWO of the following:

(2*5 = 10)

QN	Question	Marks	CO	BL
a.	How can Unity of a Paragraph be attained? Discuss. ANS:- In a technical writing, every sentence should logically follow from the one preceding. Loosely hanging fragments, squinting, words and clauses, and dangling modifiers should be linked to the one that goes before and it will help to make a single whole. There are four significant devices which may help to attain coherence namely: Pronouns : - A pronoun is used as a substitute for a noun which is its antecedents. This helps in maintaining continuity of thought. For example, 'he', 'she', 'we', 'it', 'who', 'where' etc are all pronouns. Repetition : Repetition of certain words also gives coherence to a paragraph while using repetition the writer must be very careful because too much repetition may lead to monotony. Synonyms : - Synonyms are used in place of certain words, already used and have similar meaning. This includes variety and thus helps the writer to avoid monotony. Connectives : - The use of connectives is another device which lends coherence to paragraph. Those connectives which comes at the beginning of a sentence, link it to the sentence, that come before the connectives such as 'and, but, so, therefore, or, thus, hence etc. In order to attain unity in a paragraph, the paragraph must follow any of the orders of paragraph writing	5	1	3
b.	What do You Understand by Thinking? Discuss the ways to be a Positive Listener\Thinker. ANS:- Thinking is a response, a reaction of memory. If one has no memory, one would not be able to think. Memory stored in brain as knowledge is the result of all past experience. This is how our brain operates. Our life from birth to death is a series of struggles & conflicts from which we are always trying to escape, which again causes more conflict. We live & die in this	5	1	2

perpetual & endless conflict. We never seek out the root of that conflict, which is THOUGHT, because thought is limited.

Live in Present:

Forget about the old problems and bad memories. Live for today making the best out of the present. Minimize the fear of failure and positive thinking can ease the chances of achieving our goal faster.

Don't look for Perfection:

Perfection is very difficult and aspiring for it puts us under great pressure. We will feel liberated if we console ourselves by accepting that things will not always move as we want but that is just fine. Life is actually not completely in our control, so we should not waste our energy and time in negative thoughts.

Talk in Positive Language:

We should stop negation completely. Some people are habitual to complaining of everything-be it weather, their spouse, their friends, their family members etc. we all do that; just remember that words shape our thoughts and more use of positive words can elate (lift) and make us happy and get us better result.

Make Contribution the Positive Way:

We should do something for social welfare too. It will definitely uplift our spirits. The contribution can be through skills, time or financial support depending on the situation.

Keep Learning Continuously:

When Steve Jobs says, 'Be Foolish, Be Hungry,' he stressed on the point of being hungry for learning. So keep the curiosity alive about our surroundings. The learning curve should never stop.

Be Thankful:

We can have gratitude towards all those people who have affected our life. Take a pause and thank all people around us who have made this world a wonderful place to live.

Train Your Mind

Solve Crossword Puzzles: Crossword puzzles really activate the mind. This is a well accepted fact. These puzzles force you to push your brain slightly beyond its capabilities, which causes the re-growth of brain neurons, this increasing your overall brain power. It can also promote logical thinking.

Question Your Memory: It is possible that memory may be reliable while we are doing myriad tasks. Dealing with logic, it might fail. So, always scrutinize our memory and don't trust it completely.

Look at the situation without biases: The best way you can be logical in a situation is by approaching it neutrally. That will happen if we remove ourself from the situation.

Unravel mysteries and break codes: Always try to solve the problems which you have not tried earlier. Never presume anything to be impossible.

Keep a Diary: We will be quickly record important thoughts if we maintain a diary.

Garner Healthy Lifestyle

	<p>Eat Balanced food Take deep sleep Practice meditation Indulge in Yoga Start jogging and cycling Recognize Bizarre Thoughts: Avoid Self-inflicting Thoughts: Most of us start thinking that we are indispensable and what if we can't, no one can. If we think so, we need to rethink. Look for Logical Leaps: Logical leaps are leaps in judgment, where we make assumptions about people or situations that are not based in reality. People make logical leaps all the time without realizing it. Control Negative Thoughts: We should control our negative thoughts and boost our positive thoughts. Indulge in Fun Activities Play Music and Dance Do running Talk to friends Learn new talents like playing new instruments, singing etc. Read good books Discuss current issues Laugh with people.</p>			
c.	<p>Discuss Nuances of Voice Delivery (Impromptu, Extemporaneous, Manuscript and Memorization) in Brief. ANS:- Impromptu Speaking</p> <p>Impromptu speaking is the presentation of a short message without advance preparation. Impromptu speeches often occur when someone is asked to “say a few words” or give a toast on a special occasion. You have probably done impromptu speaking many times in informal, conversational settings. Self-introductions in group settings are examples of impromptu speaking: “Hi, my name is Steve, and I’m a volunteer with the Homes for the Brave program.” Another example of impromptu speaking occurs when you answer a question such as, “What did you think of the documentary?”</p> <p>The advantage of this kind of speaking is that it’s spontaneous and responsive in an animated group context. The disadvantage is that the speaker is given little or no time to contemplate the central theme of his or her message. As a result, the message may be disorganized and difficult for listeners to follow.</p> <p>Extemporaneous Speaking</p> <p>Extemporaneous speaking is the presentation of a carefully planned and rehearsed speech, spoken in a conversational manner using brief notes. By using notes rather than a full manuscript, the extemporaneous speaker can establish and maintain eye contact with the audience and assess how well they understand the speech as it progresses. The opportunity to assess is also an opportunity to restate more clearly any idea or concept that the audience</p>	5	5	2

	<p>seems to have trouble grasping.</p> <p>Speaking extemporaneously has some advantages. It promotes the likelihood that you, the speaker, will be perceived as knowledgeable and credible. In addition, your audience is likely to pay better attention to the message because it is engaging both verbally and nonverbally. The disadvantage of extemporaneous speaking is that it requires a great deal of preparation for both the verbal and the nonverbal components of the speech. Adequate preparation cannot be achieved the day before you're scheduled to speak.</p> <p>Speaking from a Manuscript</p> <p>Manuscript speaking is the word-for-word iteration of a written message. In a manuscript speech, the speaker maintains his or her attention on the printed page except when using visual aids.</p> <p>The advantage to reading from a manuscript is the exact repetition of original words. As we mentioned at the beginning of this chapter, in some circumstances this can be extremely important. For example, reading a statement about your organization's legal responsibilities to customers may require that the original words be exact. In reading one word at a time, in order, the only errors would typically be mispronunciation of a word or stumbling over complex sentence structure.</p> <p>Speaking from Memory</p> <p>Memorized speaking is the rote recitation of a written message that the speaker has committed to memory. Actors, of course, recite from memory whenever they perform from a script in a stage play, television program, or movie scene. When it comes to speeches, memorization can be useful when the message needs to be exact and theses.</p>			
d.	<p>Illustrate Intensive, Extensive and Critical Reading in brief.</p> <p>ANS:- Intensive Reading: To read intensively is to completely deconstruct a text, with the goal of absorbing as much meaning from it as possible. This is done by taking a text, and systematically looking up every word, phrase, or collocation that you do not understand.</p> <p>This is an activity that requires great mental effort and focus. Because of this, the learner who engages in intensive reading must be careful to follow specific guidelines, or else risk boredom and burnout. Specifically, if you wish to read a text intensively, you must take care to read texts that are interesting and short, to read only for brief periods of time, and to do so when you have the most mental energy.</p> <p>Extensive Reading</p> <p>To read extensively is to simply read as much as possible, without concerning oneself with the minutia of meaning and the occasional unknown word. This is done by reading for large swaths of time, and looking up words only when</p>	5	3	4

<p>you deem it absolutely necessary to your understanding of the text.</p> <p>Critical Reading: Critical reading is a more ACTIVE way of reading. It is a deeper and more complex engagement with a text. Critical reading is a process of analyzing, interpreting and, sometimes, evaluating. When we read critically, we use our critical thinking skills to QUESTION both the text and our own reading of it.</p>			
--	--	--	--

SECTION - C

3. Attempt any ONE part of the following:

(1*5 = 5)

Q N	Question	M ar ks	C O	B L
a.	<p>What is listening? Discuss different types of listening.</p> <p>ANS:- According to the International Listening Association, listening is, “The process of receiving, constructing meaning from, and responding to spoken and/or nonverbal messages.” About listening Peter F. Drucker, a famous communication expert says, “The most important thing in communication is to listen to what is not being said”. That means to be a good listener we should always read and focus towards the non-verbal information send by the speaker. Effective listening is possible only if the listener patiently listens to the complete speech. A sincere listener always puts in a conscious effort by listening with a positive attitude. He/she always ignores all the distractions so that he/she can concentrate on the speaker’s flow of thought. The listening is of two types; Active and Passive Listening.</p> <p>Active listening. From Wikipedia, the free encyclopedia. Active listening is a technique that is used in counseling, training, and solving disputes or conflicts. It requires that the listener fully concentrate, understand, respond and then remember what is being said.</p> <p>Passive Listening When a person is practicing passive listening, he is sitting quietly without responding to what the speaker is saying. When you listen to music or a podcast or even the news, you are practicing passive listening. Sometimes passive listening may require a few open-ended replies to keep the speaker talking, however, this technique generally requires focused concentration and minimal verbal feedback from the listener.</p>	5	3	2
b	<p>Discuss the Principals of a Business Letter.</p> <p>ANS:- 1. Conversational:The language of the letter should be conversational. Writethewayyouspeak.Getridofstiltedphrases.Don’tsay “duetothefactthat”whenyoucansay“because”?Wouldyounormallysay“therefore-mentionedinformation”?Whynot“theinformation”or,ifyouneedtorefertoapoint,“thepreviousinformation”?</p> <p>2. Clarity:The message of the letter should be very clear to the receiver.Thegoalofclarityisthatthereaderunderstands preciselywhatyouaresaying.Thelanguageofyourlettershouldbevery cleartotherecipient.Thismeansthatyouwriteinamatter-of-fact,conversationallanguage.Usespecificexamplesthereadercanrelateto.Don’tassumethatyourreader understandsthejargonofyourtrade.</p>	5	2	2

	<p>3. <u>Concise:</u> A concise letter eliminates all unnecessary words. Why use four words, “inasmuch as,” when you can use one word, “because”? This is not to say that you can’t write long letters, but the longer the letter, the more ineffective it becomes. It should also be noticed that consciousness should not be at the cost of clarity. It is better to write a short letter with attachments than a long, detailed one. Short letters are read and remembered; long letters are skimmed and filed.</p> <p>4. <u>Complete:</u> Make sure you have included all the information the reader needs to know. (Don’t include details that are interesting but not relevant.) The biggest problem with leaving out information is that the reader has to make assumptions. For example, don’t say, “When we last discussed about the situation,” when you can make it clear and complete by saying, “When we spoke on Feb, 2 about hiring a new administrative assistant.” Remember that the reader can’t read your mind. The reader can only guess at what you left out.</p> <p>5. <u>Concrete:</u> Use specific terms that cannot be misunderstood. Don’t say, “We are providing a huge discount.” It’s better to say, “We are providing 60% discount.” Identify names and numbers. Write about what people can count on or do. Include what people can see, touch, smell, taste or hear. In other words, make your language tangible.</p> <p>6. <u>Constructive:</u> Use only those words and phrases that set a positive tone. Constructive words are like smiling when you greet someone. They leave a good impression. Words such as “failure,” “you neglected” and “error” tend to distance the recipient from the writer. Words such as “agreeable,” “proud” and “success” help create a positive tone.</p> <p>7. <u>Correct:</u> The last step in writing any business letter is to proofread it. As people check their image in a mirror before going out to meet someone, they must check the letter before sending it. The letter set the image of the writer. If it is puzzled with spelling, grammatical and typographical errors, it will detract from what you are trying to get across. The reaction will be, “He/she can’t spell,” or “He/she doesn’t know how to type.”</p>			
--	---	--	--	--

4. Attempt any ONE part of the following:

(1*5 = 5)

QN	Question	Marks	CO	BL
a.	<p>Outline the subtle differences in the following pairs of homophones by using them in a sentence- Hear, Here: Steal, Steel; Parson, Person; Soul, Sole; Alter, Altar</p> <p>ANS:-Steal- To take (the property of another) without right or permission. Steel- A generally hard, strong, durable, malleable alloy of iron and carbon, usually containing between 0.2 and 1.5 percent carbon, often with other constituents such as manganese, chromium, nickel, molybdenum, copper, tungsten, cobalt, or silicon, depending on the desired alloy properties, and widely used as a structural material. Hear- To perceive (sound) by the ear Here- At or in this place Parson- a benefited member of the clergy Person- a human being regarded as an individual. Soul- The animating and vital principle in humans, credited with the faculties of thought, action, and emotion and often conceived as an immaterial entity. Sole- The underside of the foot. Altar- An elevated place or structure before which religious ceremonies may be enacted or upon which sacrifices may be offered. Alter- To change or make different; modify: altered my will.</p>	5	2	1

b.	<p>Write a notice notifying all the students about a Cultural Function organized at your college. ANS:- College name..</p> <p>13.03.2020</p> <p>NOTICE(underlined)</p> <p>The Cultural programme</p> <p>This is to inform all the students of SIG that our college is organising a cultural programme on the Occasion of the Technical Fest. Following are the details of the programme :-</p> <p>Day- Friday Date-13.03.2020 Time- 10:00 am</p> <p>Students who are interested for the same are requested to give their names to the undersigned latest by 06.03.2020</p> <p>(Sign) (Name) Head boy</p>	5	3	3
----	---	---	---	---

5. Attempt any ONE part of the following:

(1*5 = 5)

QN	Question	Marks	CO	BL
a.	<p>What are the principles of a Sales Letter? Write a sales letter to sell some pieces of Computers.</p> <p>ANS:- Sales and Promotional Letters : Sales letter are written to draw attention of the customers towards the sale of a product or a service. It should be persuasive and action oriented. Sales letter has two functions. The first to introduce your company and your products and the second is to direct the customers towards your product. Effective sales letters generally have four objectives:-</p> <p style="padding-left: 40px;">GATE G- Gaining Attention and Desire in them A- Arousing Interest and Desire in them T- Tactfully Convince the Reader E- Ensuring Action through Motivation</p> <p>From, SYT Appliances Kanpur Uttar Pradesh</p> <p>04\03\2020</p> <p>To, Manas Bhatnagar General Manager RMTP Ltd Kerala.</p>	5	3	3

	<p>Subject: sales proposal letter.</p> <p>Dear Sir,</p> <p>I am proud to introduce to you our company SYT Appliances and Applications. We have been in the business of the sale of electronic equipment and software for the last ten years. We are glad to inform you about the good quality and national reputation of our products and services. It will be our pleasure to provide you with our products at reasonable prices and cater to your technical needs.</p> <p>Our new launch is an accounting system management system. This system has been designed by our competent engineers who have taken into consideration the needs of business firms operating today, including legal compatibility.</p> <p>If you would like to purchase the applications, we are happy to provide you with a free demonstration. We are expecting a positive response.</p> <p>Thanking You.</p> <p>Sincerely,</p> <p>_____ Varun Kumar SYT Appliances and Applications.</p>			
b.	<p>Discus the structure of a Business letter in brief.</p> <p>ANS:- A business letter must be written in a proper form and style to impress the reader. A set structure of writing business letters has evolved over the years out of customs, experience and requirements. A letter must have the following parts:</p> <ol style="list-style-type: none"> 1. Heading 2. Reference 3. Date 4. Inside Address 5. Salutation 6. Subject 7. Main Body of the Letter 8. Subscription or Complimentary Close 9. Signatures 10 .Enclosure <p><u>Heading:</u></p> <p>Most of the firms use printed letter heads these days. The heading consists of the following information:</p> <p>(a) The name of the sender</p>	5	3	1

<p>(b) The address of the sender (c) The nature of the business of the sender (i.e. exporters, manufactures, travel agents etc.) (d) The name of the department writing the letter (e) The telephone number, cellular phone number, Fax no; E-mail address, etc. (f) The reference number of the letter. It will give clues for the identity of the writer of the letter. It will give clues of the identity of the writer of the letter; and (g) The date of writing the letter.</p> <p><u>Date:</u> The method in which the date should be put down is regarded by some writers as a controversial matter: but there is, in fact, not much of controversy to talk about. There are three ways of putting down the date:</p> <p><u>English Style:</u> Englishmen generally put down the date as “11 March 2016.”</p> <p><u>American Style:</u> American invariably put down the date as follows “March, 11, 2016.”</p> <p><u>Reference Number:</u> A reference number is also sometimes given in a letter. The word ‘Reference Number’ of ‘Ref’, with blank space for writing, is sometimes printed in a letter paper at the left-hand side and in some other it is printed in the middle just after the printed heading. In the blank space is written the number of the letter. When the addressee writes a reply to it, he sometimes begins the letter as follows: “With reference to your letter No.....” this helps the recipient to find out at once which letter has brought this reply. This reference is very useful in a big firm, handling a large volume of correspondence where previous correspondence cannot be easily found out without reference number.</p> <p>The usual forms of giving reference are: Reference No.....</p>		
---	--	--