

BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, PILANI

First Semester (2017-18)

BITS F437: Technical Communication

Mid Semester Test (Open Book)

Time: 90 minutes

09 October 2017

Max Marks:60

Q.1 A global educational institution in India recently organized an international conference on recent developments in Nano technology. Mr. X who is one of the few leading scientists in the field was invited to deliver the keynote address during the inaugural session of the conference. The participants who attended the inaugural session were thoroughly disappointed with the keynote address because Mr. X delivered his address in an impromptu mode and did not touch upon any important developments in the field. Taking the theoretical discussion on professional presentation into consideration, find out the flaws in Mr. X's address and suggest how this could have been avoided. Write your answer in about 250 word. (20)

Q.2 A college professor of agriculture science went to a village and decided to interact with the local farmers. While interacting with farmers he forgot that he was not interacting with his students. During his interaction he noticed that the farmers did not show any interest in his talk but he did not bother much. When he returned to his college he blamed the farmers for showing no interest in his talk. In the light of communication process theory analyze the given situation and find out the actual reasons for the farmers not showing any interest in the interaction. Had you been the professor, what would you have done to overcome the problem and make your interaction useful and effective? Write your answer in about 300 words. (20)

Q.3 Assume that you are participating in a Group Discussion on the topic- "**Economic growth is more important than Ecological protection**" as a part of your placement exercise. With an attempt to be the best performer in the discussion prepare substantial expressions for each of the following five turns you are getting with specified function mentioned below. (20)

- (i) Expressing your opinion
- (ii) Disagreeing with some other participant
- (iii) Raising questions
- (iv) Describing situations
- (v) Reflecting flexibility through modifying opinion
