Roll No. [ ][ ][ ][ ][ ][ ][ ][ ][ ][ ][ ][ ]

PRESIDENCY UNIVERSITY
BENGALURU
SCHOOL OF ENGINEERING

MIDTERM EXAMINATION S   **SET – A**

Semester: 2 Sem (AY 2021-22)   **Date**: 11/May/2022

Course Code: ENG1002   **Time**: 10.00AM-11.30AM

Course Name: TECHNICAL ENGLISH   **Max Marks**: 50

Program & Sem: B.Tech, & 2nd   **Weightage**: 25%

Instructions:
   (i)   Read the question properly and answer accordingly.
   (ii) Question paper consists of 3 parts.

Part A [Memory Recall Questions]

Answer all the Questions. Each question carries ONE mark.
(10Qx1M=10M)

1. In the process of communication, -------------------- ensures that the message has been effectively

   encoded, transmitted, decoded and understood.   (C.O.NO.1)
[Knowledge]

   a) Receiver b)Channel c)Feedback d)Noise

2. Effective communication is more than exchanging _____.   (C.O.NO.1)
[Knowledge]
   a) Text   b) information   c)feedback   d)message

3. The purpose of a _____is to supply customers with important information about the features and benefits of the product so they're compelled to buy.   (C.O.NO.2)
[Knowledge]

    a. Manual   b. guide   c. product description   d. booklet

4. Technical writing demands _____ use of language.   (C.O.NO.2)
[Knowledge]
        a) Figurative   b)Poetic   c)Factual   d)Dramatic

5. Which of the following is not an element of communication within the communication process cycle?
(C.O.NO.1) [Knowledge]

      a) Time   b)Channel   c)Feedback   d)Receiver

6.. is an alphabetised list of words and their definitions, which helps the readers to understand terms in a User Manual.   (C.O.NO. 2)
[Knowledge]

      a) Reference   b)Glossary   c)Appendix   d)Index

7. Which of these must be avoided in technical descriptions?   (C.O.NO. 2)
[Knowledge]

      a) Facts   b)Technical jargons   c)Individual feelings d)Punctuation

8. Readers can take advantage of _____that are embedded in the text or create their own mental images.   (C.O.NO.1)
[Knowledge]

      a) Illustrations   b. presentations   c. information   d. data

9. _____includes a description of the system functions and capabilities, contingencies and alternate modes of operation, and step-by-step procedures for system access and use.

      (C.O.NO.2)

[Knowledge]

      a) Disclaimer   b. warranty information   c. chart   d. user manual

10. In_____, we cannot afford to use ornamental language.   (C.O.NO.1)
    [Knowledge]

    a. general communication   b. technical communication c. telecommunication   d. transmission

Part B [Thought Provoking Questions]

Answer all the questions. Each question carries FIVE marks.
(4Qx5M=20 M)

    11.

To: Bob Pope

From: Gabrielle Mendes

Subject: Job?

Hey Bob, We talked a couple weeks back at the chamber of commerce event. (I was the one looking for a summer internship and had a zit on my lip that could have passed for a cold soar. Lol. Whew. It was not. You're probably like, "uh.. What?"

Maybe that helps you recall, maybe not. Not completely important, I suppose. I'd really like to come work for you at your IT business. You seemed like a cool person to work for, I liked ur striped pants. I'm available to start working on Monday, but I am taking my driver's test in June and have to study and go an hour and half away to take it at an easier place cause I'm not a great driver so I'll miss a few days. I am also going to the beach with friends for a week in July. Oh, and my grandmother has bad gas (OMG IT'S TERRIBLE) and sometimes I have to take her to the doctor. I've attached my resume, it's the bomb dot com. Let me know if you have a job opening for me. I can't wait to play on some computers. If I don't respond to your email, I'm always on FB, snapchat or insta!

Peace out,

Gabrielle Mendes

For effective communication, one needs to understand the purpose of his/her communication and then communicate the message, focusing on the perspective of the audience. Identify the missing Cs of 7 Cs in the above email communication and explain the same in your words.

(C.O.NO.1)

[Comprehension]

12. A technical process description is the building block of technical documentation as it forms the core of the entire documentation. Explain the various components of Process description with reference to the given process description image. (C.O.NO.2) [Comprehension]
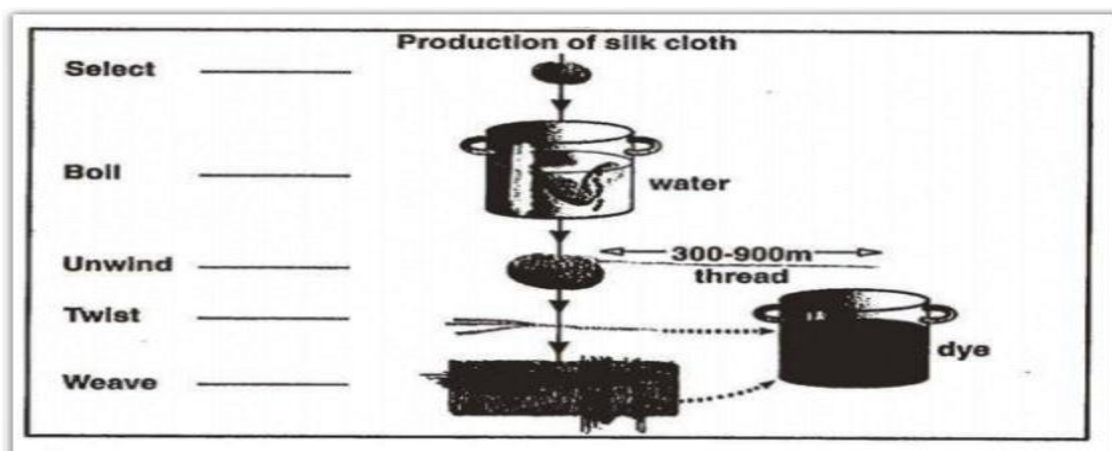
13. Onida, the company where you are working as a technical writer, has launched a new washing machine during New Year holidays. The company has asked you to use the product for first hand experience as to prepare a user manual. Elucidate the steps to prepare this user manual. (C.O.NO.2) [Comprehension]

14. "Communication is the process of sending and receiving information and imparting or interchange of thoughts, opinions or information by speech, writing or signs". Explain the communication process in the light of this statement. Draw the communication cycle to support your answer.
(C.O.NO.1) [Comprehension]

Part C [Problem Solving Questions]

Answer all the questions. Each question carries TEN marks.
(2Qx10M=20 M)

15. Imagine that you are a technical writer in a company that manufactures electronic products. Your company is going to introduce a new model Bluetooth Headphones with highly advanced features. Write a Product Description for the Headphone. (C.O.NO.2) [Application]

16. Read the following passage and make notes from it by using Linear/ Outline note-making method.
(C.O.NO.1) [Application]

Globalisation means the assimilation of economics and societies through the flow of information, ideas, technologies, goods, services, capital, finance, and people. In a broad sense, the real meaning of globalisation is connectivity in all aspects of human life. It is the process where the businesses or other organisations expand international authority or start operating on an international scale.

Globalisation has started many thousands of years ago when people and corporations were buying and selling across the lands at great distances. In the middle age, Central Asia

connected with China and Europe through the famed Silk Road. After the Second World War II and during the last two decades, the government of many countries has adopted free-market economic systems. They increased their own productive potential immensely and created innumerable new opportunities for international trade and investment.

The governments have reduced all barriers to commerce and established new international agreements to promote trade in goods, services and investments. These beneficial measures gave rise to opportunities for global trade. With these new opportunities in the foreign markets, corporations established new factories and started production and marketing alliances with foreign partners. Hence, globalisation is defined as an international industrial and financial business structure.

The frontiers of the state with increased confidence in the market economy and renewed policies in the private capital and resources, a process of structural adjustment spurred by the studies and with the support of the World Bank and other international organisations have started in many of the developing countries. Globalisation has also brought in new opportunities to developing countries. Greater access to developed country markets and technology transfer has promised to improve their productivity and higher standards.

At the same time, globalisation has also created challenges like growing inequality across and within nations, instability in the financial market and environmental deterioration. Globalisation is a fascinating exhibition that can be understood as the global system of competition and connectivity. It has created tough competition among countries and global corporations.

The British Colonial rule had destroyed the self-sufficient economy of India and left India to be the poorest Independent country. Our first Prime Minister gave preference to a mixed economy to boost the economic condition of the country. Public sectors were set up along with the private enterprises, but because of the socialistic model of the economy, the new strategy did not produce profitable results. Due to this, several public sectors became sick, and the growth rates of production began to fall.

During that time, the poverty of the people in India was increasing at an alarming rate, and because of low domestic savings and acute balance of payment crisis, there was no adequate capital for investment. During that time of crisis, Prime Minister PV Narsimha Rao introduced the policy of liberalisation, privatisation to overcome the financial situation.

India opened up to globalisation after the economic policy of 1991 came into force. Mounting debts and pressure from the International Monetary Fund drove the nation to go

global. The process of globalisation has been an integral part of the recent economic growth of India. Globalisation has played a very significant role in the growth of export, leading to the expansion of the job market in India. One of the major sectors of globalisation in India has been in the growth of outsourced IT and Business Process Outsourcing services. There has been an incredible increase in the number of skilled professionals in India employed by domestic and foreign companies to cater service to the customers globally, especially in the USA and Europe.

There was not a doubt that globalisation in India brought a monumental change in the living standards of the people. People in India realised many benefits from globalisation. The establishment of multinational companies generating billions of jobs and access to umpteen numbers of brands and an increase in the forex reserves of the country took India at a higher platform globally. Despite this monumental change in the economy of the country, India also faced the challenges of severe competition from the foreign market, and the domestic producers started fearing marginalisation and pulverisation because of the better quality products produced by the foreign producers.

Globalisation had both desirable and undesirable consequences for India and the world. Even though it has accelerated progress in some countries, it has also widened the gap between the rich and the poor.

The impact of globalisation has been both positive and negative on the entire world, but we can surely hope for more advancement in the global economy due to this process.

PRESIDENCY UNIVERSITY
BENGALURU
SCHOOL OF ENGINEERING

MIDTERM EXAMINATION   **SET – B**

Semester: 2 Sem (AY 2021-22)

Course Code: ENG1002

Course Name: TECHNICAL ENGLISH

Program & Sem:B.Tech, & 2nd Semester

Date: 11 May 2022

Time: 10 AM to 11.30 AM

Max Marks: 50

Weightage: 25%

Instructions:
> *(iii) Read the question properly and answer accordingly.*
> *(iv) Question paper consists of 3 parts.*

Part A [Memory Recall Questions]

Answer all the Questions. Each question carries ONE mark.   **(10Qx1M=10M)**

Select the correct answer:

1. Which of the following is not the element of communication process?

(C.O.NO.1) [Knowledge]

   a. Reinforcement   b. Channel   c. Feedback   d. Noise

2. The aim of_____ is to inform rather than to entertain   .(C.O.NO.1) [Knowledge]

   a. Persuasive writing   b. Technical writing c. Narrative writing   d. None of the above

3.__ _____are designed to make it easier for readers to understand your data.
(C.O.NO.1) [Knowledge]

   a. Active & passive voices   b. Pronoun   c. Figures of speech   d. Graphics

4. Which of the following requires a concrete output?   (C.O.NO. 2) [Knowledge]
a. Journalistic writing b. Scientific writing   c. Expressive writing   d. Creative literature

5. _____ studies help to find issues with a product and make it more user-friendly.
(C.O.NO.2) [Knowledge]

   a. Case studies b. Longitudional studies   c. Usability studies d. Dramatic studies

6. **Getting a driving licence is a type of _____**   (C.O.NO.1) [Knowledge]
   a. Industrial process   b. Social process   c. Mechanical process d. Natural process

7. **Which font is recommended to write user manual?**   (C.O.NO. 2) [Knowledge]
   a. Arial/Verdana b. Cambria/symbol c. Times New Roman/Calibri d. Italics/Impact

8. **_____ follows step-by-step approach.**   (C.O.NO. 2) [Knowledge]
   a. Product description   b. Technical description   c. Process writing d. User manual

9. **User manual is written to instruct_____**   (C.O.NO.1)[Knowledge]
   a. How to design a product
   b. How to use a product
   c. How to write a process
   d. Maintenance of etiquette

10. **The language feature associated with describing an industrial process is _____.**   (C.O.NO.2) [Knowledge]

   a. Past simple and passive voice   b. Past simple and active voice
   c. Present simple and passive voice   d. Present simple and active voice

Part B [Thought Provoking Questions]

Answer all the questions. Each question carries FIVE marks.   (4Qx5M=20 M)

11. For effective communication, one needs to understand the purpose of one's communication focusing on the perspective of it. Keeping this in mind, identify the missing Cs of 7 Cs of Communication in the following E- mail and explain the same in your words. (C.O.No.1)(Comprehension)

Subject Line: A special discount is waiting for you inside.

   Dear X,

Thank you so much for being a customer of TYC Enterprise.

It's because of people like you we have been able to be in business for such a long time. To thank you, we have created a discount coupon especially for you.

Use the code MCA102 to get a discount of 30 % on any product in our store.
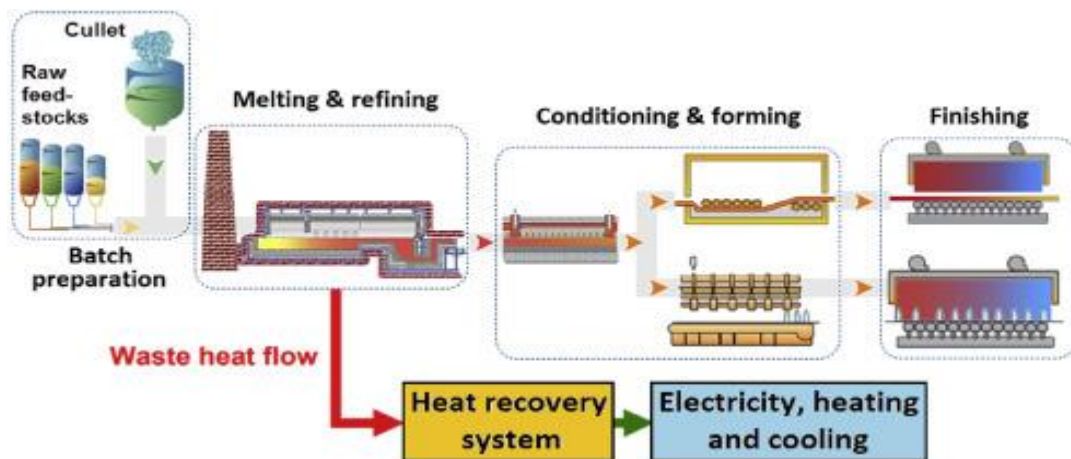
But hurry! The offer is only available for the first 100 people who make the purchase.

Thank you,

[signature].

12. An image of glass manufacturing process is given. Based on the diagram describe/write the steps involved in manufacturing glasses.

(C.O.NO.2) [Comprehension]

13. Different kind of products needs a user manual. A product can be a system, tool, device, an instrument, a piece of software or an app. List out the components that can be included in a user manual, depending on the type of product.

(C.O.NO.2) [Comprehension]

14. List out the differences between technical and general communication. Give an example where you general and technical communication each.

(C.O.NO.2) [Comprehension]

Part C [Problem Solving Questions]

Answer all the questions. Each question carries TEN marks.   (2Qx10M=20 M)

15. Imagine you are working as a technical writer at HP Company. The company is going to launch a new model HP laptop on New Year 2023. You are assigned the task of writing a product description. Prepare a detailed product description.

(C.O.NO.2) [Application]

16. There are mainly three Note-making methods. Read the following passage and make notes from it by using **Linear/ Outline note-making** method.

(C.O.NO.1) [Application]

Industrialization in India

As in many other developing nations, industrial development was limited during the colonial rule. It consisted of the traditional, rural craft industry dealing with cloth weaving, woodwork, and making of sugar, brass and leather products, except for the two modern industries of textiles and iron and steel. Since 1950 government has attempted to expand and modernize the industry, especially through foreign aid, emphasizing in heavy metallurgical industries, and the manufacture of chemicals, and fertilizers in the public sector. Textiles and other light industries remained in the private sector. In 1993, a reversal of the industrial policy aiming at a more liberal participation of foreign investment was introduced.

The present distribution of industry shows a four-zone regional concentration, with major manufacturing regions located in northeastern India (west of Kolkata), the western coast near Mumbai-Pune area, and in the far south near Bangalore. The Kolkata-Jamshedpur area is the primary manufacturing region. Jamshedpur is the oldest and largest of iron and steel manufacturing center in the country. In Kolkata region several manufacturing plants are located in a sprawling belt along the tributary of Ganga River. Jute manufacture is the main industry, followed by engineering, chemical, food processing, rubber, automotive parts, paper, glass, plastics and fertilizer industries, and the manufacture of a wide range of consumer goods.

The region is well served by a network of transport connections, a large urban market, port facilities of Kolkata, and draws upon the proximity to India's main mineral belt in the Chota-Nagpur Plateau.

Mumbai-Pune industrial area is the country's second ranking manufacturing region that had its early start in textiles. Since 1995, growth of several industries particularly those of engineering, chemical, petrochemical, pharmaceutical, electrical, automobile, film and food processing led to industrial diversification. Power is provided by the nearby hydroelectric plants on the Western Ghats. Mumbai's easy access to the Middle East oil is an additional advantage.

India's first major nuclear plant is also located nearby at Trombay. Ahmedabad-Baroda area dealing primarily with cotton textile manufacturing lies to the north of the Mumbai region.

Petrochemical and oil refining are some newer industries in the area. In south India lies India's fourth major industrial region of Bangalore-Coimbatore. In addition to the traditional industry of textile, several newer industries have come up during the last two decades such as aircraft, automobile, locomotives, and telephone manufacture, mostly of which are in the public sector.

RESIDENCY UNIVERSITY
BENGALURU
SCHOOL OF ENGINEERING

End Term Examination

Even Semester: WINTER SEM (AY 2021-22)   **Date**: 28th June 2022

Course Code: ENG 1002   **Time**: 01:00 PM to 02.30 PM

Course Name: TECHNICAL ENGLISH   **Max Marks**: 50

Program & Sem: B.Tech, & II Semester   **Weightage**: 25%

Instructions:

Part A [Memory Recall Questions]

Answer all the Questions. Each question carries ONE marks.   (10Qx1M=10M)

1. A study conducted by McKinsey Global Institute and International Data Corporation reveals that employees spend close to …………… of their time on emails.

   (C.O.NO.1) [Knowledge]

   a) 50%   b) 30%   c) 70%   d)40%

2. Traditionally, user manuals have had …………and………….to help the user understand.

   (C.O.NO.2) [Knowledge]

   a) text and diagrams   b) product & process   c) book & picture d) technology & models.

3. A process description describes how …………………………… or an event is produced.

   (C.O.NO.4) [Knowledge]

   a) Business works   b) Product work   c) a process works   d) Chemical works

4.   Pie Chart is a type of chart that visually displays data in a ……………… graph.

   (C.O.NO.2) [Knowledge]

   a)Line   b) rectangular   c) circular   d) bar

5. ………………… is simply information presented in the form of a table with rows and columns.
   (C.O.NO.4) [Knowledge]

   a)   Tabular chart   b) Bar chart   c) Line chart   d) Pie chart

6. The x-axis is also known as the …………………… because its values do not depend on anything.   (C.O.NO.3) Knowledge]

   a) Dependent axis   b) independent axis   c) supporting axis   d) substitute axis

7.   Executive Summary may include certain …………………   (C.O.NO.3) [Knowledge]

   a)   Report   b) text   c) illustrations   d) story

8. Process Description are of two types …… & ……   (C.O.NO.1) [Knowledge]

   a)   Text and discourse   b) Instructional & Informational

   c) Bar chart & Pie chart   d) Process description and user manual

9. Abstract should not exceed ……………… of the total length of the paper.

   (C.O.NO.3) [Knowledge]

   a) 3%   b) 6%   c) 10 %   d) 5 %

10. _____is the simplest data visualization method to understand any financial or trading data   (C.O.NO.4) [Knowledge]

    a)   Pie chart   b) Tabular Form   c) Bar Graph   d) Line Chart

Part B [Thought Provoking Questions]

Answer all the questions. Each question carries FIVE marks.   **(4Qx5M=20 M)**

11.   Identify the type of abstract this passage is. What are the two types of Abstracts? Draw the distinction between two **Organizational Communication and Culture: A Study of Ten Italian High-Technology Companies.** An important contribution of this research is the testing in international environments of communication and culture models previously developed within U.S. high-technology organizations. Specifically, this research demonstrates that relationships among organizational culture themes, employee values, organizational communication activities, and perceptions of a variety of organizational outcomes are similar but not identical for U.S. and European high-technology organizations. Second, the research extends previous work by identifying cultural dimensions that are related to a variety of communication processes.

                                          C.O.NO.3) [Comprehension]

12.   List out the sections required in a typical laboratory report and explain each section briefly. (C.O.NO.3) [Comprehension]

13.   A Bar Graphs are also known as bar charts and it is a pictorial representation of grouped data. Discuss the uses, advantage and disadvantages of Bar Graph. Draw the sample bar chart. (C.O.NO.4) [Comprehension]

14.   Draw the line chart for the following data and explain the parts of a Line Chart.

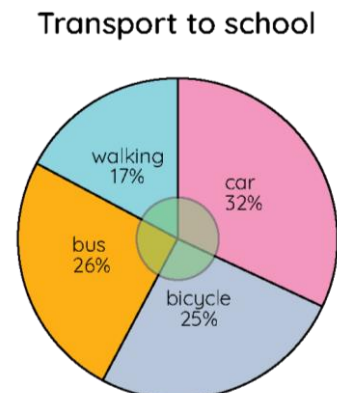   (C.O.NO.4) [Comprehension]

Months	January	February	March	April	May	June
Number of houses sold	50	30	40	30	20	50

Part C [Problem Solving Questions]

Answer both the questions. Each question carries TEN marks.   **(2Qx10M=20 M)**

15. Prepare a Progress Report on the construction of a big Public Library in the city center.

                                   (C.O.NO.3) [Application]

16. The pie chart shown below shows the percentages of types of transportation used by 500 students to come to school. With this given information, answer the following questions. Explain your interpretation in a paragraph of about 200-250 words:

a) How many students come to school by bicycle?
b) How many students do not walk to school?
c) How many students come to school by bus and car?

                    (C.O.NO.4) [Application]

Transport to school

Roll No. [ ][ ][ ][ ][ ][ ][ ][ ][ ][ ][ ][ ]

PRESIDENCY UNIVERSITY
BENGALURU
SCHOOL OF ENGINEERING

MIDTERM EXAMINATION   **SET – B**

Semester: 2 Sem (AY 2021-22)

Course Code: ENG1002

Course Name: TECHNICAL ENGLISH

Program & Sem:B.Tech, & 2ⁿᵈ Semester

Date: 11 May 2022

Time: 10 AM to 11.30 AM

Max Marks: 50

Weightage: 25%

Instructions:
 (v) Read the question properly and answer accordingly.
 (vi) Question paper consists of 3 parts.

Part A [Memory Recall Questions]

Answer all the Questions. Each question carries ONE mark.   (10Qx1M=10M)

Select the correct answer:

1. Which of the following is not the element of communication process?

(C.O.NO.1) [Knowledge]

  a. Reinforcement   b. Channel   c. Feedback   d. Noise

2. The aim of_____ is to inform rather than to entertain   .(C.O.NO.1) [Knowledge]

   a. Persuasive writing   b. Technical writing c. Narrative writing d. None of the above
3.__ _____are designed to make it easier for readers to understand your data.
(C.O.NO.1) [Knowledge]

   a. Active & passive voices   b. Pronoun   c. Figures of speech   d. Graphics

4. Which of the following requires a concrete output?   (C.O.NO. 2) [Knowledge]
a. Journalistic writing b. Scientific writing   c. Expressive writing   d. Creative literature

5. _____ studies help to find issues with a product and make it more user-friendly.
(C.O.NO.2) [Knowledge]

   a. Case studies b. Longitudional studies   c. Usability studies d. Dramatic studies

6. Getting a driving licence is a type of _____   (C.O.NO.1) [Knowledge]
   a. Industrial process   b. Social process   c. Mechanical process d. Natural process

7. Which font is recommended to write user manual?   (C.O.NO. 2) [Knowledge]
   a. Arial/Verdana b. Cambria/symbol   c. Times New Roman/Calibri d. Italics/Impact

8. _____ follows step-by-step approach.   (C.O.NO. 2) [Knowledge]
   a. Product description   b. Technical description   c. Process writing   d. User manual

9. User manual is written to instruct_____   **(**C.O.NO.1)[Knowledge]
   a. How to design a product
   b. How to use a product
   c. How to write a process
   d. Maintenance of etiquette

10. The language feature associated with describing an industrial process is _____. (C.O.NO.2) [Knowledge]
   a. Past simple and passive voice   b. Past simple and active voice
   c. Present simple and passive voice   d. Present simple and active voice

Part B [Thought Provoking Questions]

Answer all the questions. Each question carries FIVE marks.   **(4Qx5M=20 M)**

15. For effective communication, one needs to understand the purpose of one's communication focusing on the perspective of it. Keeping this in mind, identify the missing Cs of 7 Cs of Communication in the following E- mail and explain the same in your words. (C.O.No.1)(Comprehension)

Subject Line: A special discount is waiting for you inside.

   Dear X,

Thank you so much for being a customer of TYC Enterprise.

It's because of people like you we have been able to be in business for such a long time. To thank you, we have created a discount coupon especially for you.

Use the code MCA102 to get a discount of 30 % on any product in our store.
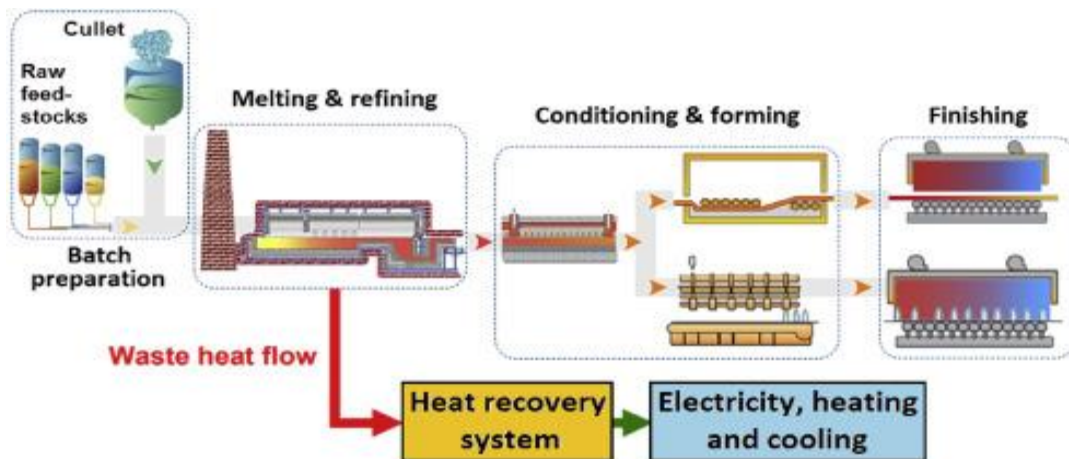
But hurry! The offer is only available for the first 100 people who make the purchase.

Thank you,

[signature].

16. An image of glass manufacturing process is given. Based on the diagram describe/write the steps involved in manufacturing glasses.

(C.O.NO.2) [Comprehension]

17. Different kind of products needs a user manual. A product can be a system, tool, device, an instrument, a piece of software or an app. List out the components that can be included in a user manual, depending on the type of product.

(C.O.NO.2) [Comprehension]

18. List out the differences between technical and general communication. Give an example where you general and technical communication each.

(C.O.NO.2) [Comprehension]

Part C [Problem Solving Questions]

Answer all the questions. Each question carries TEN marks.   (2Qx10M=20 M)

15. Imagine you are working as a technical writer at HP Company. The company is going to launch a new model HP laptop on New Year 2023. You are assigned the task of writing a product description. Prepare a detailed product description.

(C.O.NO.2) [Application]

16. There are mainly three Note-making methods. Read the following passage and make notes from it by using **Linear/ Outline note-making** method.

(C.O.NO.1) [Application]

Industrialization in India

As in many other developing nations, industrial development was limited during the colonial rule. It consisted of the traditional, rural craft industry dealing with cloth weaving, woodwork, and making of sugar, brass and leather products, except for the two modern industries of textiles and iron and steel. Since 1950 government has attempted to expand and modernize the industry, especially through foreign aid, emphasizing in heavy metallurgical industries, and the manufacture of chemicals, and fertilizers in the public sector. Textiles and other light industries remained in the private sector. In 1993, a reversal of the industrial policy aiming at a more liberal participation of foreign investment was introduced.

The present distribution of industry shows a four-zone regional concentration, with major manufacturing regions located in northeastern India (west of Kolkata), the western coast near Mumbai-Pune area, and in the far south near Bangalore. The Kolkata-Jamshedpur area is the primary manufacturing region. Jamshedpur is the oldest and largest of iron and steel manufacturing center in the country. In Kolkata region several manufacturing plants are located in a sprawling belt along the tributary of Ganga River. Jute manufacture is the main industry, followed by engineering, chemical, food processing, rubber, automotive parts, paper, glass, plastics and fertilizer industries, and the manufacture of a wide range of consumer goods.

The region is well served by a network of transport connections, a large urban market, port facilities of Kolkata, and draws upon the proximity to India's main mineral belt in the Chota-Nagpur Plateau.

Mumbai-Pune industrial area is the country's second ranking manufacturing region that had its early start in textiles. Since 1995, growth of several industries particularly those of engineering, chemical, petrochemical, pharmaceutical, electrical, automobile, film and food processing led to industrial diversification. Power is provided by the nearby hydroelectric plants on the Western Ghats. Mumbai's easy access to the Middle East oil is an additional advantage. India's first major nuclear plant is also

located nearby at Trombay. Ahmedabad-Baroda area dealing primarily with cotton textile manufacturing lies to the north of the Mumbai region.

Petrochemical and oil refining are some newer industries in the area. In south India lies India's fourth major industrial region of Bangalore-Coimbatore. In addition to the traditional industry of textile, several newer industries have come up during the last two decades such as aircraft, automobile, locomotives, and telephone manufacture, mostly of which are in the public sector.

PRESIDENCY UNIVERSITY
BENGALURU
SCHOOL OF ENGINEERING

MIDTERM EXAMINATION S   **SET – A**

Semester: 2 Sem (AY 2021-22)

Course Code: ENG1002

Course Name: TECHNICAL ENGLISH

Program & Sem: B.Tech, & 2nd

Date: 11/May/2022

Time: 10.00AM-11.30AM

Max Marks: 50

Weightage: 25%

Instructions:
   (vii) ***Read the question properly and answer accordingly.***
   *(viii)***Question paper consists of 3 parts.**

Part A [Memory Recall Questions]

Answer all the Questions. Each question carries ONE mark.   **(10Qx1M=10M)**

1. In the process of communication, -------------------- ensures that the message has been effectively

   encoded, transmitted, decoded and understood.   (C.O.NO.1) [Knowledge]

   b) Receiver b)Channel c)Feedback d)Noise

2. Effective communication is more than exchanging _____.   (C.O.NO.1) [Knowledge]
   b) Text   b) information   c)feedback   d)message

3. The purpose of a _____is to supply customers with important information about the features
and benefits of the product so they're compelled to buy.   (C.O.NO.2) [Knowledge]

   b. Manual   b. guide   c. product description   d. booklet

4. Technical writing demands _____ use of language.   (C.O.NO.2) [Knowledge]
        b) Figurative   b)Poetic   c)Factual   d)Dramatic

5. Which of the following is not an element of communication within the communication process
cycle?   (C.O.NO.1) [Knowledge]
        b) Time   b)Channel   c)Feedback   d)Receiver

6.. is an alphabetised list of words and their definitions, which helps the
readers to understand terms in a User Manual.   (C.O.NO. 2) [Knowledge]
        b) Reference   b)Glossary   c)Appendix d)Index

7. Which of these must be avoided in technical descriptions? (C.O.NO. 2) [Knowledge]

b) Facts   b)Technical jargons   c)Individual feelings   d)Punctuation

8. Readers can take advantage of _____that are embedded in the text or create their own mental images. (C.O.NO.1) [Knowledge]

b) Illustrations   b. presentations   c. information   d. data

10. _____includes a description of the system functions and capabilities, contingencies and alternate modes of operation, and step-by-step procedures for system access and use.

(C.O.NO.2) [Knowledge]

b) Disclaimer   b. warranty information   c. chart   d. user manual

10. In_____, we cannot afford to use ornamental language. (C.O.NO.1) [Knowledge]

a. general communication   b. technical communication   c. telecommunication   d. transmission

Part B [Thought Provoking Questions]

Answer all the questions. Each question carries FIVE marks.   **(4Qx5M=20 M)**

17.

To: Bob Pope

From: Gabrielle Mendes

Subject: Job?

Hey Bob, We talked a couple weeks back at the chamber of commerce event. (I was the one looking for a summer internship and had a zit on my lip that could have passed for a cold soar. Lol. Whew. It was not. You're probably like, "uh.. What?" Maybe that helps you recall, maybe not. Not completely important, I suppose. I'd really like to come work for you at your IT business. You seemed like a cool person to work for, I liked ur striped pants. I'm available to start working on Monday, but I am taking my driver's test in June and have to study and go an hour and half away to take it at an easier place cause I'm not a great driver so I'll miss a few days. I am also going to the beach with friends for a week in July. Oh, and my grandmother has bad gas (OMG IT'S TERRIBLE) and sometimes I have to take her to the doctor. I've attached my resume, it's the bomb dot com. Let me know if you have a job opening for me. I can't wait to play on some computers. If I don't respond to your email, I'm always on FB, snapchat or insta!

Peace out,

Gabrielle Mendes

For effective communication, one needs to understand the purpose of his/her communication and then communicate the message, focusing on the perspective of the audience. Identify the missing Cs of 7 Cs in the above email communication and explain the same in your words.

(C.O.NO.1) [Comprehension]

18. A technical process description is the building block of technical documentation as it forms the core of the entire documentation. Explain the various components of Process description with reference to the given process description image. (C.O.NO.2) [Comprehension]
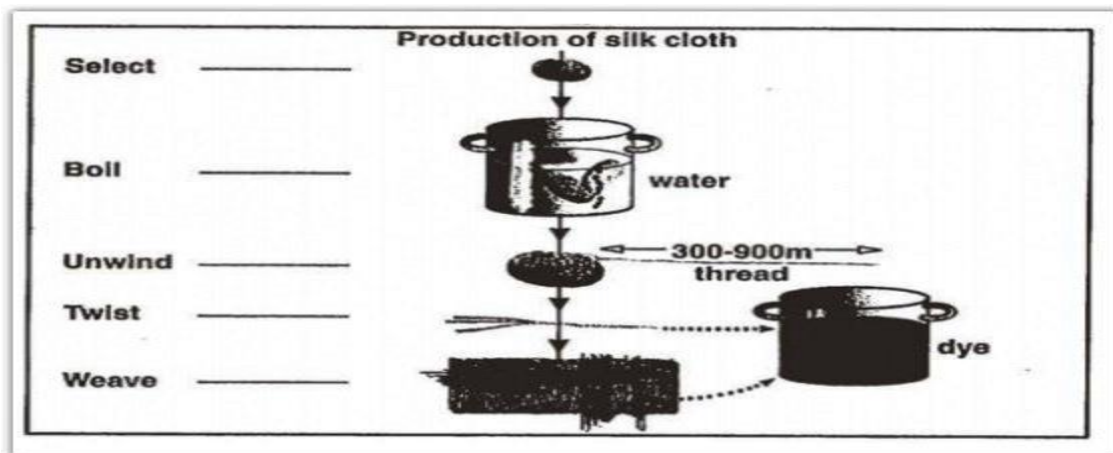
19. Onida, the company where you are working as a technical writer, has launched a new washing machine during New Year holidays. The company has asked you to use the product for first hand experience as to prepare a user manual. Elucidate the steps to prepare this user manual. (C.O.NO.2) [Comprehension]

20. "Communication is the process of sending and receiving information and imparting or interchange of thoughts, opinions or information by speech, writing or signs". Explain the communication process in the light of this statement. Draw the communication cycle to support your answer. (C.O.NO.1) [Comprehension]

Part C [Problem Solving Questions]

Answer all the questions. Each question carries TEN marks.   **(2Qx10M=20 M)**

21.   Imagine that you are a technical writer in a company that manufactures electronic products. Your company is going to introduce a new model Bluetooth Headphones with highly advanced features. Write a Product Description for the Headphone.   (C.O.NO.2) [Application]

22. Read the following passage and make notes from it by using Linear/ Outline note-making method.   (C.O.NO.1) [Application]

Globalisation means the assimilation of economics and societies through the flow of information, ideas, technologies, goods, services, capital, finance, and people. In a broad sense, the real meaning of globalisation is connectivity in all aspects of human life. It is the process where the businesses or other organisations expand international authority or start operating on an international scale.

Globalisation has started many thousands of years ago when people and corporations were buying and selling across the lands at great distances. In the middle age, Central Asia connected with China and Europe through the famed Silk Road. After the Second World War II and during the last two decades, the government of many countries has adopted free-market economic systems. They increased their own productive potential immensely and created innumerable new opportunities for international trade and investment.

The governments have reduced all barriers to commerce and established new international agreements to promote trade in goods, services and investments. These beneficial measures gave rise to opportunities for global trade. With these new opportunities in the foreign markets, corporations established new factories and started production and marketing alliances with foreign partners. Hence, globalisation is defined as an international industrial and financial business structure.

The frontiers of the state with increased confidence in the market economy and renewed policies in the private capital and resources, a process of structural adjustment spurred by the studies and with the support of the World Bank and other international organisations have started in many of the developing countries. Globalisation has also brought in new opportunities to developing countries. Greater access to developed country markets and technology transfer has promised to improve their productivity and higher standards.

At the same time, globalisation has also created challenges like growing inequality across and within nations, instability in the financial market and environmental deterioration. Globalisation is a fascinating exhibition that can be understood as the global system of competition and connectivity. It has created tough competition among countries and global corporations.

The British Colonial rule had destroyed the self-sufficient economy of India and left India to be the poorest Independent country. Our first Prime Minister gave preference to a mixed economy to boost the economic condition of the country. Public sectors were set up along with the private enterprises, but because of the socialistic model of the economy, the new strategy did not produce profitable results. Due to this, several public sectors became sick, and the growth rates of production began to fall.

During that time, the poverty of the people in India was increasing at an alarming rate, and because of low domestic savings and acute balance of payment crisis, there was no adequate capital for investment. During that time of crisis, Prime Minister PV Narsimha Rao introduced the policy of liberalisation, privatisation to overcome the financial situation.

India opened up to globalisation after the economic policy of 1991 came into force. Mounting debts and pressure from the International Monetary Fund drove the nation to go global. The process of globalisation has been an integral part of the recent economic growth of India. Globalisation has played a very significant role in the growth of export, leading to the expansion of the job market in India. One of the major sectors of globalisation in India has been in the growth of outsourced IT and Business Process Outsourcing services. There has been an incredible increase in the number of skilled professionals in India employed by domestic and foreign companies to cater service to the customers globally, especially in the USA and Europe.

There was not a doubt that globalisation in India brought a monumental change in the living standards of the people. People in India realised many benefits from globalisation. The establishment of multinational companies generating billions of jobs and access to umpteen numbers of brands and an increase in the forex reserves of the country took India at a higher platform globally. Despite this monumental change in the economy of the country, India also faced the challenges of severe competition from the foreign market, and the domestic producers started fearing marginalisation and pulverisation because of the better quality products produced by the foreign producers.

Globalisation had both desirable and undesirable consequences for India and the world. Even though it has accelerated progress in some countries, it has also widened the gap between the rich and the poor.

The impact of globalisation has been both positive and negative on the entire world, but we can surely hope for more advancement in the global economy due to this process.