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Code No. : 16118 (I)

VASAVI COLLEGE OF ENGINEERING (Autonomous), HYDERABAD**B.E. (CBCS) VI-Semester Main Examinations, January-2021****Technical Writing and Professional Presentation**

(Open Elective-V)

Time: 2 hours

Max. Marks: 60

*Note: Answer any NINE questions from Part-A and any THREE from Part-B***Part-A (9 × 2 = 18 Marks)**

Q. No.	Stem of the question	M	L	CO	PO
1.	List the difference between a letter report and a memo report.	2	4	2	8,12
2.	What is the importance of drafting an evaluation report?	2	1	1	8,12
3.	What are the various types of electronic communication?	2	1	1	8,12
4.	List some guidelines for sending instant messages.	2	4	2	8,12
5.	What are the differences between curriculum vitae and a functional resume?	2	1	1	8,12
6.	Choose the better opening of a covering letter. Justify your answer (i) With reference to your advertisement for the post of sales manager in the Hindustan Times of December 5, 2020, I beg to offer myself to offer myself as a candidate for the same. (ii) I feel my qualifications and experience suit the requirements of the post of sales manager, advertised by you in The Hindustan Times of 5 th December, 2020.	2	3	2	8,12
7.	Explain the significance of using Power Point Slides for technical presentations.	2	2	2	8,12
8.	List some advantages and disadvantages of video demos in teaching-learning process.	2	4	2	8,12
9.	Distinguish between a solicited and an unsolicited proposal.	2	4	2	8,12
10.	What is the purpose of drafting a Statement of Purpose?	2	1	1	8,12
11.	How do conclusions differ from recommendations in a report? What purpose do they serve?	2	1	3	8,12
12.	Discuss the factors that have made the use of E-mail popular in recent years.	2	5	3	8,12
Part-B (3 × 14 = 42 Marks)					
13. a)	Explain the methods of collecting data for drafting a project report.	6	2	3	8,12

Contd... 2

b)	A company is considering a proposal to establish a new factory in your town. Some of the factors which will influence its decisions are given below. Raw materials, labour, transport facilities, market, competition, climate, construction cost, education facilities, firefighting facilities, nearness to state headquarters, communication facilities. Organise the necessary details and write a feasibility report to the Managing Director of the company about the suitability of the place for the establishment of the factory.	8	5	3	8,12
14. a)	What are the different components of a business letter?	6	1	1	8,12
b)	As a secretary of a governing body of an educational institution, compose an E-mail inviting its members to a meeting at 3.30 pm on 20 th December, 2020, in the conference hall.	8	6	3	8,12
15. a)	'An application letter drafted along with a resume is essentially a sales letter' – Justify the statement.	7	5	2	8,12
b)	Explain the layout of a functional resume?	7	2	2	8,12
16. a)	Explain about the different ways in which non-verbal communication can be used while delivering a technical presentation?	7	2	3	8,12
b)	Identify different ways in which visual aids can be used in Technical Presentations.	7	3	2	8,12
17. a)	Which strategies of persuasion can be used in writing a technical proposal?	4	1	1	8,12
b)	Make a project proposal for the construction of a conference hall in a university which can accommodate six hundred people. Assume the required data suitably.	10	3	2	8,12
18. a)	What elements must appear in every formal report and why?	10	1	1	8,12
b)	Outline the structure of an E-mail.	4	2	2	8,12
19.	Answer any <i>two</i> of the following:				
a)	Draft a functional resume along with the letter of Application for the post of an Asst. Engineer at BHEL outlining your skills.	7	2	3	8,12
b)	Examine the importance of some e-learning methods and tools in the present situation.	7	4	2	8,12
c)	Illustrate with examples, what information about oneself should be included in a Statement of Purpose?	7	2	2	8,12

M: Marks; L: Bloom's Taxonomy Level; CO: Course Outcome; PO: Programme Outcome

S. No.	Criteria for questions	Percentage
1	Fundamental knowledge (Level-1 & 2)	60
2	Knowledge on application and analysis (Level-3 & 4)	30
3	*Critical thinking and ability to design (Level-5 & 6) (*wherever applicable)	10