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Total No. of Pages : 02

Total No. of Questions : 07

M.Sc (Clinical Research) (2018 Batch) (Sem.-1)

PROFESSIONAL COMMUNICATION

Subject Code : MSCR-105-18

M.Code : 75609

Time : 2 Hrs.

Max. Marks : 35

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of FIVE questions carrying ONE marks each.
2. SECTION-B contains THREE questions carrying FIVE marks each and students have to attempt any TWO questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Write short notes on the following :

- a. What is the importance of reading in gaining proficiency in English?
- b. What are the qualities of a good speech?
- c. What should be kept in mind for writing an effective essay?
- d. What is the criteria of writing e-mails?
- e. Which are the types of letters?

SECTION-B

2. Read the following passage and answer the questions that follow :

Started by American carriers in 1994, today e-tickets are in vogue in as many as 134 countries and account for nearly 50% of all air ticket sales globally. In the US, this mode of booking is immensely popular and it commands a hefty share of 90% of all tickets sold annually. Latest statistics also reveal that e-ticketing is rapidly spreading its wings in the Asia-Pacific region and has finally caught up with Indian carriers too. There is however general misunderstanding about e-ticketing since it is often confused with any kind of online booking. Online booking involves making use of available information on travel websites and then making a reservation, e-tickets are just the electronic avatar of an air ticket, irrespective of the source from where it has been booked. The concept paves the way for a paperless mechanism.

- a) Why are e-tickets so popular? 2
- b) What is the percentage of e-tickets out of all the tickets sold in America? 1
- c) What is the misunderstanding about e-ticketing? 2

3. Add your own example of an adjective in the following table :

S. No.	Suffix	Examples	Your Examples
1	- ical	technical, magical	
2	- able	memorable, reliable	
3	- ible	possible, legible	
4	- ant	abundant, significant	
5	- ent	proficient, magnificent	

4. Write a letter to your friend discussing a recent place that you visited.

SECTION-C

5. Write an essay on 'Frequent Accidents on Roads'. Give your arguments and examples.
6. Write an essay on 'Mobile Phone Menace'.
7. Read the following passage and answer the questions that follow :

Electronic mail or e-mail is one of the most popular uses of the internet. Once you have an e- mail account you can send an electronic message to others with e-mail accounts as long as you know their correct e-mail address. You can type anything you want as the subject and the body, although the length of the subject is limited. You usually want to keep the subject to just a few words describing the content of the body of the e-mail message. You may also see options for attachments and forwards. You can add files to your e-mails by using the attachment option. There are two things about file attachments you need to be careful of. The first thing is that you need to limit the size of the files you are sending. Get permission before sending large files to someone. There is a need to be careful with the attachments as they are one of the most common ways for computer viruses to spread. Some viruses can destroy all the data on your computer. As a rule you should never open an attachment from someone you don't know or don't trust. And even if you know the sender; don't open an attachment you are not expecting or an attachment that looks suspicious. It's best to play safe.

- a) What is an e-mail?
- b) How is an e-mail written?
- c) Why is it important to limit the size of the files?
- d) Why is it needed to be careful with attachments?
- e) How can a safe working be done while downloading attachments?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.