Paper / Subject Code: 29716 / Professional Communication and Ethics - I 1T01832 - F.E.(SEM II)(ALL BRANCHES) (Rev May 31, 2024 10:30 am - 12.30 pm 2019-20)(C Scheme) / 29716 - Professional Communication and Ethics - I QP CODE :10054685 **Duration: 2 Hours** Total Marks: 40 NB: Q1. is compulsory. Attempt any three out of the remaining five questions. The figures to the right indicate full marks. Answers to the sub-questions should be grouped together. 10Marks Q1. Answer the following questions: a) Write two advantages of written communication? b) Define SQ3R method. c) Define Kinesics. d) Differentiate between upward and downward channels of communication. Q2. Answer the following questions: 10Marks a) You purchased a cell phone online. However you received the package in damaged condition. Write a letter of complaint seeking adequate compensation. b) What is meant by communication? Explain the process of communication with the help of a diagram. Q3. Answer the following questions: 10Marks a) Identify the barrier in the following sentences: i) A Russian not able to carry a dialogue with an Australian who is on visit to Russia. A successful businessman not accepting the ideas of a salesman who comes to him with new product. Mayur requested Sneha to stop telling the story because he was feeling sleepy. I drafted the message and clicked the 'SEND' button but the message sending failed because the server was down. b) Explain any four C's of Business Communication. c) Short note on "You Attitude". 4. Answer the following questions: 10Marks a) Your housing society has 100 flats. In General Body Meeting it has been decided to color buildings. As the society write a letter of enquiry and ask for quotation from a local consultant. b) Describe any one of the following objects with definition, diagram, description of parts and working . i) Computer or ii) Cell Phone Q5. Answer the following questions 10Marks a) Write short note on (i) Paralanguage (ii) Mechanical barrier (iii) Grapevine communication 6

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c) Difference between warning and caution.

b). Explain Skimming and Scanning with reference to reading skills.

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. Q6. a. Answer the following questions:

Read the following passage and answer the following questions:

Chemical fertilizers production is one of the most important investments in agriculture. Plants require sixteen elements in order to grow. Three of these, carbon, hydrogen and oxygen come from air and water; the other thirteen are found in the soil. The primary nutrients among these thirteen elements are nitrogen, phosphorus and potassium. They are consumed in large amounts and are present in all complete fertilizers. Calcium, magnesium and sulphur are the next in the order of importance and for plant growth. The rest of the elements are called micronutrients since they are required only in small quantities. They include zinc, boron, copper, manganese, molybdenum and chlorine.

These sixteen elements are needed every day, by every plant that grows. But the proportions vary with different plants. Cotton requires one recipe, rice another. Different quantities of the elements are consumed at various times. For instance, in the seeding stage a cotton plant requires only a small amount of all the sixteen elements; during the period of rapid growth the plant needs larger amounts of elements, especially more nitrogen; finally, during the fruiting stage the plant needs more phosphorus because phosphorus is concentrated in the seed. If any element needed at any given time is in short supply, even though all the others are present, the deficiency limits the plant's growth in exact relation to the shortage. To correctly apply fertilizers, it is therefore first necessary to analyze the soil in which a crop is to be planted so that the proper combination of elements is added to make up the particular deficiencies of the soil at that place.

In India, there is widespread deficiency of nitrogen. Nearly seventy-five percent of our soils are short of phosphorus and twenty-five percent are short of potash. Our problem is not only to maintain the current fertility of the soil, which is poor, but to enrich it.

Man has been taking nutrition away from the soil for thousands of years all over the world. India is not by any means the only country with depleted soils but it is still one that returns to the soil far less than many other nations. While India's fertilizer consumption per acre of agricultural land is one kilogram, in France it is 27.17 kilograms, in West Germany 65 kilograms, in the Netherlands 82.24 kilograms, in Japan 94.61 kilograms and even in the little used soils of the United States, where man has farmed for food on a large scale for less than 400 years, the input of fertilizer is 6.74 kilograms per acre.

There are three main reasons why Indian farmers use so few fertilizers and they are all complementary. Present farming practices are still, on the whole, strictly traditional and farmers do not know of the advantages of chemical fertilizers. Even if they did, chemical fertilizers are in short supply and expensive; there is insufficient Indian production and a large amount of our fertilizers have to be imported. The machinery needed to set up fertilizer plants- has to be largely imported too and it is extremely expensive. So producing fertilizer is a very costly affair initially, but on the other hand, not producing it, and importing food and fertilizer is even worse.

- a) What are the sixteen elements which the plants require in order to grow?
- b) Why some elements are called 'micronutrients'? What are they?
- c) What is the effect of a deficiency of a particular element on the growth of the plant?
- d) Why is it necessary to analyze the soil before using fertilizers?
- e) What is the nature of the soil in India?

Q6 b. Write step wise instructions to use Microwave oven.

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