

USN

--	--	--	--	--	--	--	--	--	--

Srinivas Institute of Technology
Library, Madhavapur

07MCA15

First Semester MCA Degree Examination, Dec 08 / Jan 09
Professional Communication and Ethics

Time: 3 hrs.

Max. Marks:100

Note : Answer any FIVE full questions.

- 1 a. Define Communication. Explain the process of communication with a neat diagram. (10 Marks)
b. According to Noam Chomsky and Ferdinand de Saussure, explain the different characteristics of language. (10 Marks)
- 2 a. Explain different communication networks in an organization. (10 Marks)
b. What are the classification of Barriers? Briefly discuss the different Intrapersonal Barriers. (10 Marks)
- 3 a. Explain the steps involved in creating a technical message and the tools used in each step. (10 Marks)
b. Explain the different types of listening. (04 Marks)
c. Discuss the traits of a good listener. (06 Marks)
- 4 a. Discuss in detail the different Kinesics and Paralinguistic features. (10 Marks)
b. Explain the different techniques in organizational group discussion. (10 Marks)
- 5 a. Define Ethics. Briefly discuss the seven steps approach to ethical decision making. (10 Marks)
b. Why are corporations interested in promoting good business ethics? (05 Marks)
c. Is every action that is legal also ethical? Explain with an example. (05 Marks)
- 6 a. Define an IT professional. What are the various professional relationships that must be managed by the IT professional? (10 Marks)
b. What are the two fundamental forms of data encryption and how does each work? (10 Marks)
- 7 a. What are the essential components of a software development methodology? (10 Marks)
b. Define Whistle – Blowing. What are the key issues to be considered by a potential whistle – blower? (10 Marks)
- 8 Write short notes on any Four :
a. Nuance of delivery.
b. La Ten.
c. Dissertation.
d. Spanning.
e. Delphi Technique. (20 Marks)



--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

First Semester MCA Degree Examination, June-July 2009
Professional Communication and Ethics

Time: 3 hrs.

Max. Marks:100

Note: Answer any FIVE full questions.

- 1 a. What is communication? Explain the various steps of communication process. (10 Marks)
 b. Define Noise. Explain the principal barriers of communication and suggest the measures to overcome the barriers. (10 Marks)
- 2 a. Distinguish between Hearing and Listening. Discuss any four types of listening. (10 Marks)
 b. What is an oral presentation? Briefly explain the important steps for making an effective presentation. (10 Marks)
- 3 a. What are the advantages and disadvantages of using computer packages in technical communication? (06 Marks)
 b. Bring out the significance of language in ensuring an effective communication. (04 Marks)
 c. State the chief characteristics of a research paper. What are its components? (10 Marks)
- 4 a. Give the importance of Group discussion in an organization. How are Brainstorming and Delphi techniques used for decision making in an organizational group discussion?(10 Marks)
 b. "Power-Point is a complete graphic package." Explain this statement and discuss the role of PowerPoint in modern communication. (10 Marks)
- 5 a. What is business-ethics? Why is business ethics becoming increasingly important today? What are corporations doing to improve business-ethics? (10 Marks)
 b. Briefly explain the common ethical issues for IT users and state the approaches supporting the ethical practices of IT users. (10 Marks)
- 6 a. What are the important characteristics of an IT professional? How do IT professionals manage their relationship with i) employers ii) clients and iii) suppliers? (10 Marks)
 b. What is a safety-critical system and what actions are required during its development? (10 Marks)
- 7 a. Explain whistle-blowing and state ethical issues associated with it. (05 Marks)
 b. Discuss the advantages and disadvantages of using contingent workers. (05 Marks)
 c. You are a new brand manager for "Global Web-designers Pvt. Ltd." You are considering the use of 'Spam' to promote the latest versions of web-designs, which are targeted to emerging, affluent retailers. List the advantages and disadvantages of spamming in such marketing strategy. (10 Marks)
- 8 Write short notes on any four:
 a. Chain and circle network
 b. Kinesics
 c. Meetings
 d. Data Encryption
 e. Dynamic Software testing. (20 Marks)





USN

--	--	--	--	--	--	--	--	--	--

07MCA15

First Semester MCA Degree Examination, Dec.09/Jan.10

Professional Communication and Ethics

Time: 3 hrs.

Max. Marks:100

Note: Answer any FIVE full questions.

- 1 a. Why language is considered as a tool of communication? (10 Marks)
b. What is noise? Describe interpersonal barriers in brief. (10 Marks)
- 2 a. What are the traits of a good listener? (10 Marks)
b. Explain the communication network models. What are its advantages and disadvantages? (10 Marks)
- 3 a. Define research paper, dissertation and thesis. What are abstracts? How do you write them? (10 Marks)
b. What are kinesics? Describe each of the movements. (10 Marks)
- 4 a. Explain the selection process that is to be followed within a group discussion. (10 Marks)
b. Explain nuances of delivery, its advantages and disadvantages. (10 Marks)
- 5 a. What are paralinguistics? Explain each of them. (10 Marks)
b. Explain the tips for success in group discussion. (10 Marks)
- 6 a. Define software bug and software quality. What are the different types of testing? (10 Marks)
b. Explain consumer profile? What are the data collected. (10 Marks)
- 7 a. How to improve corporate ethics? Explain each of them. (10 Marks)
b. What is whistle blowing and how do you deal with a whistle blower? (10 Marks)
- 8 a. Explain hearing and listening and types listening. (10 Marks)
b. Explain technical communication message. What are the steps involved in creating message, using software. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.



USN

--	--	--	--	--	--	--	--	--	--

First Semester MCA Degree Examination, May/June 2010
Professional Communication and Ethics

Time: 3 hrs.

Max. Marks:100

Note: Answer any FIVE full questions.

- 1 a. What is communication? Explain the process of communication, with a neat diagram. (10 Marks)
b. Explain the intra personal communication. (05 Marks)
c. Explain the inter personal communication (05 Marks)
- 2 a. What is noise? Explain the causes of intra personal barriers. (10 Marks)
b. Explain the impact of technology in communication. (10 Marks)
- 3 a. What is listening? Discuss the implications of effective listening. (10 Marks)
b. What do you mean by kinesics? Explain personal appearance, posture, gesture and facial expression. (10 Marks)
- 4 a. Explain the "Brain storming" technique of organisation group discussion. (05 Marks)
b. Discuss the tips for the success in group discussion. (05 Marks)
c. "Meetings are an important facet of corporate life today". Discuss. (10 Marks)
- 5 a. Give the characteristics of a research paper. (05 Marks)
b. What are the components of a research paper? Explain. (05 Marks)
c. Explain any two informal network models. (10 Marks)
- 6 a. What is business ethics? Why is business ethics becoming increasingly important today? (10 Marks)
b. Explain the common ethical issues for it users. (10 Marks)
- 7 a. Discuss the different aspects of right of privacy. (10 Marks)
b. Explain the whistle blowing and state ethical issues associated with it. (10 Marks)
- 8 Write short notes on :
a. Data encryption
b. Upward communication
c. Visual aids
d. Nuances of delivery. (20 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

