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10MCA15

First Semester MCA Degree Examination, December 2011

Professional Communication and Ethics

Time: 3 hrs.

Max. Marks:100

Note: Answer any FIVE full questions.

- 1 a. Define communication. Explain in detail, the levels of communication. (10 Marks)
b. Explain the various steps in the process of communication. (10 Marks)
- 2 a. Explain in detail, the informal network models in communication. (10 Marks)
b. Discuss the importance of technical communication. Give the forms of oral and written communication. (10 Marks)
- 3 a. Explain the advantages and disadvantages of using computer packages in technical communication. (06 Marks)
b. Explain the types of listening. (08 Marks)
c. Give the guidelines to make effective use of visual aids. (06 Marks)
- 4 a. Explain the different techniques in organizational group discussion. (10 Marks)
b. State the characteristics of a research paper. What are its components? (10 Marks)
- 5 a. Define ethics. "Business ethics plays a very important role today." Discuss. (10 Marks)
b. Explain the common ethical issues for IT users. (10 Marks)
- 6 a. What are the aspects of the right to privacy? (10 Marks)
b. Explain the key issues in software development. (10 Marks)
- 7 a. Give the importance of software quality. (10 Marks)
b. Discuss whistle blowing. (10 Marks)
- 8 Write short notes on :
a. Data encryption
b. Kinesics
c. Spamming
d. Upward communication (20 Marks)

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Important Note . . . : 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.