

(3Hours)

[Total Marks: 75]

- N. B.: (1) **All** questions are **compulsory**.
(2) Make **suitable assumptions** wherever necessary and **state the assumptions** made.
(3) Answers to the **same question** must be **written together**.
(4) Numbers to the **right** indicate **marks**.
(5) Draw **neat labelled diagrams** wherever **necessary**.
(6) Use of **Non-programmable** calculators is **allowed**.

Q1. Attempt any three of the following.

15 Marks

- What is Technical Communication? Explain its need.
- How is corporate culture related to ethical and legal conduct?
- What are the steps involved in writing technical documents, from planning to proof-reading?
- What are the advantages and disadvantages of collaboration in writing technical documents?
- What is technical communication? Explain in detail with examples

Q2. Attempt any three of the following.

15 Marks

- What is the significance of setting up Accelerated Mobile Pages (AMP) in the creation of blogs?
- What are the three principles for organizing technical information?
- Elaborate on conventional organizational patterns in organizing information?
- What emphasis is given on writing clear and informative titles for content?
- In content writing, how is the importance is given to clear and informative paragraphs?

Q3. Attempt any three of the following.

15 Marks

- In creating graphics for multicultural readers, what aspects should be emphasized?
- Differentiate between academic and workplace research in researching your subject?
- What steps are involved in the research process?
- Differentiate between Trouble reports and Trip reports by giving detailed information of each.
- How would you recommend conducting primary research, including literature reviews and interviewing for information?

Q4. Attempt any three of the following.

15 Marks

- a. In the realm of informational reports, what is emphasized regarding the process of conveying information effectively?
- b. What does the term "deliverables" refer to in the context of proposals, and why are they crucial in proposal writing?
- c. Provide with the complete structure of Proposal.
- d. Which internet tools are recommended for checking writing quality, and how does it address the Duplicate Content Detector in the context of avoiding unintentional plagiarism?
- e. Could you outline the process of writing recommendation reports, including key steps such as problem identification, option analysis, and solution proposal?

Q5. Attempt any three of the following.

15 Marks

- a. Explain IPR mentioning Patents, Trademarks, Copyrights and Trade secrets.
- b. Describe whether R&D should be viewed just like any other expenditure and, hence, should deliver a positive return for the investors.
- c. Explain why discoveries are not patentable.
- d. Can organisations operate across the entire spectrum of innovation activities?
- e. Elaborate on innovation management, focusing on the challenges faced in balancing innovation efforts and resource constraints.
