

(2 Hours)

[Total Marks: 60]

- 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 labeled diagrams wherever necessary.
(6) Use of Non-programmable calculators is allowed.

Q1. Attempt the two of the following.

12 Marks

- How is the importance of a WordPress website emphasized in collaboration?
- How does gender and culture impact Technical writing?
- What legal obligations are discussed, and how do they relate to technical communication?
- What are the principles for ethical communication?

Q2. Attempt the two of the following.

12 marks

- How would you create clear and informative headings in content writing?
- How would you recommend using Landing Page Creators in the context of blog creation?
- How would you suggest identifying UI/UX experience for a website or blog?
- What is discussed regarding the distribution of content across various channels?

Q3. Attempt the two of the following.

12 marks

- What considerations are highlighted for documenting sources in the research and documentation process?
- Differentiate between Feasibility reports and Investigative reports by giving detailed information of each.
- What role does paraphrasing play in maintaining ethical standards in research and documentation?
- Discuss questionnaires in the context of gathering information for research?

Q4. Attempt the two of the following.

12marks

- What is Usability Test?
- What is plagiarism? What practical recommendations are provided to prevent producing plagiarized content?
- In the section on innovation management, what foundational concepts are introduced, such as the importance of innovation and models shaping the innovation process?
- Explain the process of crafting proposals, focusing on essential steps and elements for effective communication?

Q5. Attempt the two of the following.

12 marks

- a. Give a detailed explanation on Process Design and Innovation.
- b. Describe a balanced portfolio of R&D projects for Nokia. This should incorporate its technology portfolio.
- c. Describe the significance of Trademark.
- d. Explain the key individual roles within the innovation process and the activities they perform.
