

(2^{1/2} Hours)

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

1. Attempt any three of the following:

15

- Explain revising and the two major ways of revise?
- Enlist and explain Principles for Ethical Communication
- Define Ethics and explain the role of corporate culture in ethical and legal conduct
- How Communication Skills and Qualities Affect Your Career
- What is Technical Communication? Explain its need

2. Attempt any three of the following:

15

- What are Conventional Organizational Patterns? Explain in brief.
- What is content writing and what are the types of content?
- What is Website Traffic and how to interpret it?
- What are the three principles for organizing technical information
- Explain Topic Sentence and Supporting Information in paragraph

3. Attempt any three of the following:

15

- Differentiate between Trouble reports and Trip reports by giving detailed information of each.
- What are the guidelines for Evaluating Print and Online Sources
- Enlist the guidelines for creating effective infographics
- Which are the traditional research tools used to collect information from different media?
- Define Questionnaires and What are the advantages and disadvantages of it

4. Attempt any three of the following:

15

- Explain why theft of intellectual property should be a crime.
- Could you outline the process of writing recommendation reports, including key steps such as problem identification, option analysis, and solution proposal?
- Explain how management tools for innovation may help a firm regain its innovative performance.
- What is Proposal? And Explain different types of Proposal.
- Explain the relationship between Reviewing, Evaluating and testing.

5. Attempt any three of the following:

15

- What are the advantages and disadvantages from cutting R&D in a downturn?
- Explain why discoveries are not patentable.
- Can organizations operate across the entire spectrum of innovation activities?
- Explain IPR mentioning Patents, Trademarks, Copyrights and Trade secrets
- Which three broad categories of screening methods did Cooper (2001) identify
