

(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.
