

**B.TECH.**  
**FIRST SEMESTER EXAMINATION 2010-11**

**EAS-104**

**PROFESSIONAL COMMUNICATION**

*Time: 3 Hours*

*Total Marks: 100*

*Note: Attempt all questions.*

**Section-A**

**1. Question-1 contains 20 objective type questions.  
Write correct answers for each one.**

**(20 × 1 = 20)**

**(a) Communication carried with a large audience is known as:**

- (i) Interpersonal communication
- (ii) Extrapersonal communication
- (iii) Mass communication
- (iv) Intrapersonal communication

**Ans. (iii) Mass communication**

**(b) Horizontal communication takes place:**

- (i) Among the peer group
- (ii) From top to bottom
- (iii) From bottom to top
- (iv) All of above

**Ans. (i) Among the peer group**

**(c) What is Noise?**

- (i) Use of indecent language
- (ii) Interference in the communication process
- (iii) Mixture of loud, unpleasant sound
- (iv) Use of unintelligent sound

**Ans. (iii) Mixture of loud, unpleasant sound**

**(d) Verb of the word 'blood' is:**

- (i) Bleeding
- (ii) Bleed
- (iii) Bloody
- (iv) None of the above

**Ans. (ii) Bleed**

**(e) There is one word in which prefix is wrong:**

- (i) Unknown
- (ii) Unprofessional
- (iii) Uncouth
- (iv) Unnatural

**Ans. (iii) Uncouth**

**(f) There is one word in which suffix is wrong:**

- (i) Felicitation
- (ii) Permittion
- (iii) Purification
- (iv) Fascination

**Ans. (ii) Permittion**

**(g) Abstract noun of the noun 'musician' is:**

- (i) Music
- (ii) Muse
- (iii) Muscle
- (iv) Muscian

**Ans. (i) Music**

**(h) Antony of 'vivacious' is:**

- (i) Humorous
- (ii) Languid
- (iii) Lively
- (iv) Jovial

**Ans. (ii) Languid**

**(i) Coherence in technical writing means:**

- (i) Consistency
- (ii) Precision
- (iii) Economy of words
- (iv) Clarity

**Ans. (i) Consistency**

(j) **Precis writing means:**

- (i) To expand the sentences
- (ii) To expand the idea
- (iv) To write summary or abstract

Ans. (iv) To write summary or abstract

(k) **A 'report' is a form of:**

- (i) General narrative
- (ii) Special as well as general narrative
- (iii) Special narrative
- (iv) None of these

Ans. (iii) Special narrative

(l) **Memo reports are circulated within:**

- (i) Group of businessmen
- (ii) Persons of different professions
- (iii) A company or an office
- (iv) None of the above

Ans. (iii) A company or an office

(m) **Appendices in a technical contains:**

- (i) The name of writers
- (ii) The inferences drawn on the basis of the analysis of the results
- (iii) The details of the method used
- (iv) Some other information related to area of research.

Ans. (iv) Some other information related to area of research.

(n) **Which of the following is not a function of introduction in a presentation?**

- (i) Introduces a subject
- (ii) Establish the credibility
- (iii) Discourage the audience
- (iv) Preview the main idea

Ans. (iii) Discourage the audience

(o) **Extempore speech is:**

- (i) Readymade speech
- (ii) Prepared speech
- (iii) Premeditated speech
- (iv) No prior preparation or thought

Ans. (iv) No prior preparation or thought

(p) **Kinesics means:**

- (i) Study of voice
- (ii) Study of body language
- (iii) Study of time language
- (iv) Study of space language

Ans. (ii) Study of body language

(q) **Voice Intonation means:**

- (i) Spreading of voice
- (ii) Putting stress at the right place
- (iii) Narrowing the voice
- (iv) None of the above

Ans. (ii) Putting stress at the right place

(r) **Touching and rubbing nose communicates:**

- (i) Confidence
- (ii) Aggression
- (iii) Doubt, Lying
- (iv) Boredom

Ans. (iii) Doubt, Lying

(s) **Personal space language extends:**

- (i) From 18 inches to 14 feet
- (ii) From 4 feet to 12 feet
- (iii) To maximum 18 inches
- (iv) From 12 feet to 30 feet

Ans. (i) From 18 inches to 14 feet

(t) **What was the theory of Burno?**

- (i) Man and Earth are not unique
- (ii) Man is unique
- (iii) Earth is unique
- (iv) Man is strange

Ans. (i) Man and Earth are not unique

## Section-B

**Note: Attempt any three parts of the following:**

(10 × 3 = 30)

2. (a) **Discuss the main features of technical communication.**

**Ans.** Technical communication means the transmission of technical information. Technical communication has become the backbone of an organization life.

**Specific Purpose-Technical communication** is always purposive it is with a definite goal. Its objective is to inform and persuade audience.

**Specific Subject matter-Matter** is designed to convey technical aspects of any technical field.

**Specific Audience-Technical communication** requires specific, identified audience material adjusted for audience.

**Need-To** fulfills a specific need of the audience.

(b) **What is the role of 'Grapevine' in organizational communication?**

**Ans. Grapevine:** The informal network in every organization. It can be described as an informal system of information flow. Like the far-reaching branches of a grapevine, this system is very complex, uncontrollable and unpredictable. It feeds on rumors and gossip which form a significant part of personal conversation. There may be several groups of people in an organization that unknowingly build up this network of information. Grapevine might seem to be unworthy of being taken seriously; but a clever professional or manager knew how to use it for the good of the organization. In respect, no formal communication can beat the utility of the informal network. This grapevine can be used to spread and receive informal message.

(c) **What is the aim of literary language?**

**Ans.** The language created by a literary artist to convey meaning of human experience at all levels is

that the scientist interprets a natural object like rose, lily or daffodil in the language of bio chemistry and genetics. The literary artist, on the other hand has nothing to do with the scientific interpretation of the natural object. His concern is with his private experiences or the private experiences of the other persons. He enjoys the beauty of these natural objects. The scientific uses the vocabulary and syntax of common speech in order to say something with the greatest clarity. Sometimes, he uses new technical language or jargons to achieve his purpose. The literary artist creates such a language which is capable of conveying the multifarious significance of the human experience on private as well as public level. As a medium of literary expression and of scientific expression the common language is inadequate. Both aim at giving a pure sense to the word. But the purity of scientific language is different from the purity of literary languages.

(d) **What is the need of audience analysis before a presentation?**

**Ans. Understand Audience:** The need of audience analysis before a presentation. Audience and locale-it helps if we know the mental level and cultural background of the audience beforehand their age, interest, nature, size, Knowing who we are talking to – our audience – is as important as knowing what we are talking about – our subject. Our audience's knowledge level, experience, learning style, and attitudes will – or should – affect how we shape and present our material.

**Important Knowledge in reference to the Audience**

- What does our audience already know about our subject?
- Are they experts like us
- How much knowledge can we take for granted?

- Will they understand basic jargon?
- What is their learning style?
- Are they accustomed to sitting through lectures and holding their questions to the end? Or will they expect to interact with us, asking questions throughout our presentation?
- Do they like lots of PowerPoint slides and handouts? Or are they expecting to us be more interactive?
- What are their opinions, prejudices, preconceived notions, and agendas?
- What is their stake in the subject?
- How will our presentation affect their research or work?

(e) Explain briefly the chronological method of writing.

**Ans. Chronological method:** This method is the natural order of narration in which one event leads to another. This is used to document time or the steps in an order. Simply we can say that we can describe a paragraph with the help of this method according the dates of its happenings.

#### SECTION (C)

Note: Attempt in all five question; one from each question.

(10 × 5 = 50)

(a) What do you mean by technical communication? Differentiate between technical communication and general communication.

**Ans.** Technical communication is the process of conveying technical information through writing, speech, and other mediums to a specific audience. Information is usable if the intended audience can perform an action or make a decision based on it. Technical communicators often work collaboratively to create products for various media, including paper, video, and the Internet. Deliverables include online help user manuals, technical manuals, specifications, process and procedure manuals, reference cards, training, business papers and reports. Technical communication is sometimes considered a professional task for which organizations either hire specialized employees, or outsource their needs to communication firms. For example, a professional writer may work with a company to produce a user manual. Other times, technical communication is regarded as a responsibility that technical professionals employ on a daily basis as they work to convey technical information to coworkers and clients. For example, a computer scientist may need to provide software documentation to fellow programmers or clients. Technical communication is important to engineers mainly for the purpose of being professional and accurate. These reports supply specific information in a concise manner and are very clear in their meaning if done correctly.

#### Differences between Technical communication and general communication

Technical Communication	General Communication
factual, straight-forward specific	imaginative, metaphoric or symbolic general
inform, instruct, persuade	entertain, provoke, captivate
formal, standard, academic objective	informal, artistic, figurative subjective
specialized vocabulary	general, evocative
sequential, systematic	arbitrary, artistic

**(b) Discuss the concept of 'Noise' in communication. What are the main barriers to communication?**

**Ans. 1. Noise:** Any interference in the message sent and the message received leads to the production of noise. The term communication barrier, or that which inhibits or distorts the message, is an expansion of the concept of noise. Noise here does not mean cacophony, but a break in the communication process.

#### **BARRIERS TO EFFECTIVE COMMUNICATION**

Any interference in the message sent & message received leads to the production of Noise. The term communication Barrier or that which inhibits or distorts the message is expansion of the concept of noise. Noise means a break in the process of communication. If noise occurs because of technological factor it is a smaller problem as it can be removed by correcting it. However if the noise is due to human error the parties involved in the Communication process need to take corrective measures. Communication does not occur haphazardly in organization. It is a complex interactive process a two way dynamic process which involves the Sender and the receiver Communication Can be successful only when the receiver understands the message. There are some communication barriers that are given below.

**2. Physical barriers:** are often due to the nature of the environment. Likewise, poor or outdated equipment, particularly the failure of management to introduce new technology, may also cause problems. Staff shortages are another factor which frequently causes communication difficulties for an organization. Whilst distractions like background noise, poor lighting or an environment which is too hot or cold can all affect people's morale and concentration, which in turn interfere with effective communication. System design faults refer to problems with the structures or systems in place in an organization.

Examples might include an organizational structure which is unclear and therefore makes it confusing to know who to communicate with. Other examples could be inefficient or inappropriate information systems, a lack of supervision or training, and a lack of clarity in roles and responsibilities which can lead to staff being uncertain about what is expected of them.

**3. Attitudinal barriers** come about as a result of problems with staff in an organization. These may be brought about, for example, by such factors as poor management, lack of consultation with employees, personality conflicts which can result in people delaying or refusing to communicate, the personal attitudes of individual employees which may be due to lack of motivation or dissatisfaction at work, brought about by insufficient training to enable them to carry out particular tasks, or just resistance to change due to entrenched attitudes and ideas.

**4. Psychological factors** such as people's state of mind. We all tend to feel happier and more receptive to information when the sun shines. Equally, if someone has personal problems like worries about their health or marriage, then this will probably affect them.

**5. Different languages and cultures** represent a national barrier which is particularly important for organizations involved in overseas business.

**6. Individual linguistic ability** is also important. The use of difficult or inappropriate words in communication can prevent people from understanding the message.

**7. Poorly explained or misunderstood messages** can also result in confusion. We can all think of situations where we have listened to something explained which we just could not grasp.

**8. Physiological barriers** may result from individuals' personal discomfort, caused, for example, by if  
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by if

4. (a) What are the requisites of good sentence writing in a technical paper?

**Ans. Technical Paper:** Professional should have ability to construct effective sentences. Whenever we write a technical paper we should be careful of the following:

**Avoid odd Sentence Structure**—Awkward sentence structure should be avoided

**Choice of appropriate words**—Selection of appropriate words

**Avoid Sentence Fragments**—It should be avoided because it leads to confusion

**Emphasis on Short sentences**—The short sentence help the readers to understand an idea very easily.

**Economizing on words**—We should use less number of words but effectively

**Emphasis Sentences**—sentences should be constructed with right emphasis on content.

**Consistency in Pattern**—The sentences should have one set of pattern whether formal or informal.

**Avoid ambiguous sentences**—It is a major hindrance to clarity. We should not use such words has more than one meaning.

(b) Write a paragraph of about 100 words on the following topics:

(i) Corruption

(ii) Wonder of Science

(iii) Co-education

**Ans. (i) Corruption:** Corruption is a form of behavior which departs from ethics, morality, tradition, and law. Corruption is being perceived differently from country to country, it tends to include the some behavior; Conflict of interest, fraud, bribery, political corruption and extortion. The subject of corruption is closely linked to the concept of integrity; it is relative in nature rather than absolute. All over the world unanimous in saying that there

cannot be a truly valid concept of absolute integrity, and hence, a totally corruption free society.

Levels of Corruption in developed countries and in India.

The people in the developed countries are less corrupt because these countries have, in general better economic, social and educational conditions. These countries also have widespread prosperity and the prevalence of viable minimum standard of living. Therefore, in these countries institutions in political, administrative, legal and other spheres are more credible and effective. Also incentives for corruption in these countries are very limited. As a result, corruption, through it undoubtedly exists, is not a national malady (Problem) as it is in India.

India is rated as one of the most corrupt countries in the world and has dropped in transparency international's ratings from 66 in 1998 to 71 in 2002. such is the pervasiveness of corruption, that all departments of public life, right from the schools to playground have been tainted by corruption today.

(ii) **The Wonders Of Science:** Modern science has evolved over long period, and has now reached the peak of success. It has worked wonders in our life, but it cannot be said that is altogether a blessing. The fear of war and destruction hands over out heads all time. In order to understand the creative and destructive aspects of modern science, we stand in need of an analysis that will help us differentiate between the good and the bad.

As we look over the bright side of the achievements of science, we come to realize that there is hardly any sphere of life that has not been enhanced by the creative abilities of man. In the field of medical science knowledge and research has gone to such an extent that almost all the ailments have found a cure.

In the realm of communication, modern scientific inventions have helped a lot. The far flung corners

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of the world have been linked together with a wide spread air net work. Distances have lost their meanings and thousands of miles can be covered with in hours. Travelling today is not only swift but also full of pleasure and luxury

Modern science has opened new vistas of entertainment we are provided entertainment at home and we owe it all to science. Readers are provided illustrated colorful books due to the blessing of modern science in the form of latest printing machines and techniques. The advantages if science is not restricted to the urban population. In the fields of agriculture, forestry and fishery,. Science has provided the rural population with the latest implements. This keeps on moving the nations on the path of progress and prosperity. On the other side, we cannot help coming to the conclusion that science is also the monster of death and destruction.

Man has gained knowledge in the field of science but due to lack of wisdom, he is misusing this knowledge. All big nations are thinking of fulfilling the dream of becoming the super power. The wars of today are not limited to the battlefield. It brings about epidemic killing of the civilization population. Science no doubt provides new ways of entertainment but these very means of amusement are bringing a sharp decline in the moral values of the young generation and equally sharp increase in the number of crimes.

We conclude that science by itself is neither good nor bad. It is the will and intention of man, which makes him, put him to the constructive use or takes it to the path of devil

(iii) **Co-education:** The mixing of the sexes in education is natural preparation for the mixing which will take place later. It was formerly prevalent in Scotland, is in vogue in the United States of America, and has been adopted in several private and most State-aided schools in this country.

The feminine mind gains from association with boys and men, the masculine from association with girls and women. The character develops more rapidly and shyness diminishes. Competition is greater between the sexes than between rivals of the same sex, so that higher standards of achievement are reached.

The presence of both sexes together is a wholesome factor in institutions. In all communities where one sex is segregated, e.g., schools, colleges, monasteries, convents, etc., it is more likely that various evils will flourish; women tend to become hysterical, men to acquire unnatural vices, and the whole atmosphere is morbid. In colleges and universities, the presence of women raises the general tone both ethically and academically.

Marriages made after co-educational experience are best. If the man and woman have known each other as fellow-students, a surer basis is given for married life than that gained from purely social acquaintance. If they have mov

**5. (a) What are the different modes of business communication? Discuss in detail**

**Ans. Business correspondence** means all the correspondence done for the purpose of conducting a business. Since business activity itself is a multi-dimensional process, including a series of stages in the course of a bargain, and a large number of departments entrusted with some specific duty—such as personnel, or employment, production, marketing, publicity, customer complaints and their settlement, collection of dues etc., Business Correspondence covers all kinds of letters, notices, memos, reports and proposals, written to deal with one or the other of these aspects of business. Since India went in for economic reforms, a liberalized and global market has opened the doors to limitless opportunities. This has also enhanced the element of challenge and competition in business. Therefore,

business correspondence has assumed a greater significance today. The availability of electronic facilities has added another dimension to business correspondence. We have means of rapidly corresponding with our business partners and clients etc. E-mail, Fax, Telephone etc. have quickened the pace of business and made the globe a village. Still the written correspondence continues to be an essential part of business. Skill in this field can lead to success, while want of skill might prove disastrous. Business correspondence helps the different components of business to- interact. They can understand the needs of one another and communicate their viewpoints and information to the relevant person. Thus the scope of business correspondence is very comprehensive. It includes letters giving instructions, making enquiries, complaints, adjustments, urging action, inviting tenders, placing orders, sale letters, and collection letters etc. This vastness of scope also underlines the significance of Business Correspondence.

(b) **Draft a letter of sales for selling 100 computer systems to an educational institution.**

**Ans. Dell Computers**

**SEC 56-New Delhi**

**18 January 2011**

**Institute Of Research**

**Dawarka**

**Delhi**

**Sales Manager**

**Dell Computers**

**Sector-56**

**New Delhi**

**Sub: Letter of Sales for selling 100 computer system.**

**Dear Sir/Madam,**

We have manufactured the computers core 2 duo processor. The computer has TFT screen and 8 GB RAM. We have been dealing in personal computers since 1998. Our annual turn over is approximately Rs 2 crore. We manufacture computers with various capacities. Please find details enclosed with this letter. We also offer a five-year service warranty with all our products.

you are requested to fill requirement form so we may reach you soon. Our technical sale representative will contact you shortly in order to assess your requirement and advice on an appropriate installation site in your institute. In case you place the order before within two week 1, we would offer a special prize. Transportation and installation are free. We trust you would like to avail yourself of this special offer.

Please do write us in case you need any additional information. You may find us on Mob -9333305555  
E-mail -dellindia@yahoo.com.

**Sincerely**

**Ravi Kumar**



6. (a) What do you mean by 'Report'? Mention the characteristics of a business report.

**Ans. Report:** A Report can be defined as a systematic account of facts for information, analysis and action to achieve a definite business-objective.

A Report is a means of communication so commonly used that no definition of it can be complete. A scientist gives a report of the observations made by him in the course of an experiment. An economic or financial report is a kind of account or audit. A newspaper report is the narration of an event. A Report might be simply a description, or a description with a comment or interpretation, or a description with analysis and recommendations. A report can be written just for the sake of information or for the sake of evaluation, or it might recommend some sort of action. Whatever might be the occasion, the scope and the purpose of a report, it must be factual, objective, orderly, and definitive.

**Characteristics:** A business report is a kind of technical writing. Therefore, it should have all the characteristics of a scientific document. It must be to the point, objective, factual, well-ordered, simple and clear.

Besides these general merits of any piece of writing for other than literary purposes a report must have some characteristics of its own. Among these we can lay special emphasis on its being purposive, result-oriented, and organized.

- (i) Since a technical or business report is written with a clearly-defined objective in view, it must have purposive ness. Whatever data, illustrations, references etc are included in it; these must contribute to the purpose of the report. For example, if it is a report on the prospects of a certain product to be launched in the market, the writer of the report must collect all the information concerning the other products of that nature, their success or

popularity, the marketing-conditions, the classes of people forming the population and their requirements and purchasing power, and so on. All these details are presented in the context of the purpose of the report. The writer has to decide how much is relevant.

- (ii) A report is written to produce some results. It helps in taking crucial decisions. Its findings guide the authorities to whom the report is sent to decide whether a certain step is to be taken or not, or what steps to take. It is, therefore, required to be objective and factual rather than personal. The interpretation must be based on accurately selected points without any preconceptions. If a report fails to perform this function, that is to lead to some definite results, it defeats its purpose. It is wastage of time and energy. Even a recommendation to appoint another committee to go into the matter from a wider perspective or a narrower perspective is an achievement paving the way for further action. Therefore, most of the reports are concluded with recommendations.

- (iii) The third essential quality of a report is that it should be well-organized. A haphazardly prepared report does not help the reader of that report. Or, perhaps, it is more appropriate to say that a disorderly report is not readable.

Reports are generally demanded by the people who either are too busy to go into the detailed aspects of a problem themselves, or lack the necessary technical know how to make a precise assessment of the situation. The writer of the report must present all the facts, observations etc. very neatly and systematically. His interpretations should be ordered logically. And his recommendations must be clearly framed. If necessary he should not only arrange the material in an orderly manner but also give points, tables, graphs etc. at the appropriate places.

**(b) Draft your curriculum vitae in which you have to discuss about your unique selling properties.**

**Ans. Resume:** A Resume is a selective record of an individual's education, professional training, experience, skills, abilities, achievements and references. The content of resume include professional approach, comprehensiveness, objectivity, appropriateness and an effective writing.

A functional resume for the post of Project Manager:

### **RESUME**

**Rakesh Kumar**

**H.NO>. 103**

**IIT Campus**

**Kanpur-208001**

**ravkeshkumar@yahoo.com**

**mo- 09999745433**

**Position Sought: software engineer**

**Objective:** To work in a creative and dynamic environment and to work for the enlistment of the under privileged.

**Qualification:** BTech from A.K.G.Engg.college, Gzb(89%)

M.B.A (Symbiosis) Pune (87%)

**Work Experience:** Worked as a project manager with T.C.S. noida from 2007 to 2009. Presently working as a sales manager in ALASKA.

**Technical skill:** C++. Net

COBOL

MS.DOS

WINDOW

**Achievement:** Won the best employee award in TCS in 2001

Invented new programe for GIS

Awarded scholarship for new invention in 2002 by ICWA

**References:** Dr. P.V. Gupta

Director

H.P Computers,

Sector-46

Noida (UP)

Dr. F.F Gulati

Manager

Birla SOFT

Sector-78

Noida (UP)

### **DECLARATION**

I hereby declare that above mentioned information are true to the best of my knowledge.

**Date-15-01-2011**

**Place- Delhi**

**Rakesh Kumar**

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**7. (a) Discuss the role of kinesics in presentations and interviews.**

**Ans. Kinesics:** Kinesics is the name given to the study of the body's physical movements. In other words, it is the way the body communicates without words through various movements of its parts. Nodding our head blinking our eyes, shrugging our shoulder waving our hands & such Physical activities are all forms of communication. Some kinesics behaviors are intended to communicate as when we nod our head for acceptance. Body language is important. Standing, walking or moving about with appropriate hand gesture or facial expression is preferred to sitting down or standing still with head down and reading from a prepared speech. Use audio-visual aids or props for enhancement if appropriate and necessary. Master the use of presentation software such as PowerPoint well before presentation. Do not over-dazzle audience with excessive use of animation, sound clips, or gaudy colors which are inappropriate for topic. Do not torture audience by putting a lengthy document in tiny print on an overhead and reading it out to them. Speak with conviction as if we really believe in what we are saying. Persuade audience effectively. The material we present orally should have the same ingredients as that which are required for a written research paper, i.e. a logical progression from INTRODUCTION (Thesis statement) to BODY (strong supporting arguments, accurate and up-to-date information) to CONCLUSION (re-state thesis, summary, and logical conclusion).

We should not read from notes for any extended length of time although it is quite acceptable to glance at our notes infrequently. We should speak loudly and clearly. Sound should be confident not mumble. Maintain sincere eye contact with audience. One should look straight into the eyes of a person in the audience for 3 seconds at a time. A direct eye

contact is required with a number of people in the audience, and every now and then glances at the whole audience while speaking. Eye contact is must to get them involved. Speak to audience, listen to their questions, respond to their reactions, adjust and adapt. If what we have prepared is obviously not getting across to our audience, change the strategy mid-stream if we are well prepared to do so. Remember that communication is the key to a successful presentation. Pause allows us and our audience a little time to reflect and think. We should not race through the presentation and leave the audience, as well as our self, feeling out of breath. Add humor whenever appropriate and possible. We should keep audience interested throughout the entire presentation. An interesting speech makes time fly, but a boring speech is always too long to endure even if the presentation time is the same. When using audio-visual aids to enhance our presentation, be sure all necessary equipment is set up and in good working order prior to the presentation. If possible, have an emergency backup system readily available. Check out the location ahead of time to ensure seating arrangements for audience, whiteboard, blackboard, lighting, location of projection screen, sound system, etc. are suitable for our presentation. Have handouts ready and give them out at the appropriate time. Tell audience ahead of time that we will be giving out an outline of our presentation so that they will not waste time taking unnecessary notes during presentation. Know when to stop talking. Don't use unnecessary words in your written paper; you don't bore your audience with repetitious or unnecessary words in oral presentation. To end the presentation, summarize main points in the same way as we normally do in the CONCLUSION of a written paper.

**(b) How does literature share with science the capacity to formulate concepts as propounded by M.E. Prior in his essay?**

**Ans.** The literature shares with science the capacity to formulate concepts in the way as there are certain difference between the methods and aim of science and humanities. One of the most conspicuous differences is that unlike the sciences the humanities are concerned with emotional responses. Another difference is that scientific Generalization, concepts and theories are neutral to their moral and social implications the scientific findings don't suggest any human uses to which they may be put or how they can be used for human happiness and self fulfillment. The literature on the contrary is concerned with human meaning and response of all humanistic products. Another thing which differentiates science from literature is that a scientific product can be defined without any reference to aesthetic response whereas the products of humanities such as a work of music or a poem can't be defined without any reference to the aesthetic responses. Scientific generalization makes accurate prediction which may be applicable to all the future events. Literature works on the other hand are concerned with individual experience and are thus unique. They hint to the diversity of Human experience. Humanistic work may evoke various emotional responses, depending on individual experience. Lastly the products of scientific genius are in their final form impersonal while the products of artistic genius are inseparable from the special powers of the mind which produced them.