



Guru Jambheshwar University of Science & Technology

MCA-206 : Communication Skills - Scientific and Technical Writings

Total Marks : 50

External : 35

Time : 3 Hour

Internal : 15

Note: Examiner is requested to set eight questions covering the whole syllabi. A candidate is required to attempt any five questions. All questions shall carry equal marks.

Basics of Communication Skills Vis-&-Vis Scientific and Technical organizations, Flow of Communication in various scientific and technical organizations: upward, downward, lateral, Communication networks in the scientific and technical organizations, History of various scientific and technical developments, Awareness of general and applied scientific and technical events, Popularization of scientific and technical writings, Achievements of well known scientists of the world, Precautionary measures in scientific and technical writings, Media coverage of scientific and technical writings. Writing science feature, article, editorial, Special article, Interviewing a scientist, facing a press conference by a scientist, Writing a Press Release on the subject relating to science and technology, Delivering a public speech on the matter relating to Science and Technology.

Note : Maximum Marks:-100

(**70% Marks** will be awarded by the University & **30% Marks** will be awarded by Institute)

References :

1. K: K. Sinha, "Business Communication", Galgotia Publishing Company.
2. H. YushkiAritshus, "COMMUNICATION CULTURE & DEVELOPMENT".
3. Fry Roland, "MANUAL OF COMMERCIAL CORRESPONDENCE".
4. D. Joel Whalen, "I See What You Mean", Sage Publication.

