

MANIPAL UNIVERSITY**SECOND SEMESTER B. DES. (ID) / B.A. (ID) DEGREE EXAMINATION – JULY 2017****SUBJECT: BID 112 – DESIGN COMMUNICATION SKILLS**

Tuesday, July 18, 2017

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

✍ Answer any three questions from 'Part-A'

✍ 'Part-B' is compulsory.

PART – A

1A. What is technical writing? What is the necessity to learn technical writing?

1B. Why is technical writing a necessary component of every employee's professional skill?

(5+5 = 10 marks)

2A. What are the visual aids in communication?

2B. Describe the different types of illustrations.

(5+5 = 10 marks)

3A. What is communication?

3B. Describe the process of communication.

3C. What are the barriers to communication?

(5+3+2 = 10 marks)

4. You are looking for a part-time job as an Interior Designer.

Write a letter to an employment agency. In your letter,
introduce yourself

and say what experience and skills you have

Write at least 150 words.

You do NOT need to write any addresses.

Begin your letter as follows:

Dear ,

(10 marks)

PART – B

5. Film stars and music celebrities may earn a great deal of money and live in luxurious surroundings, but many of them lead unhappy lives.

Do you agree? To what extent is this price they pay for being famous?

Write atleast 250 words regarding the above statement.

(20 marks)

