



Name :
Roll No. :
Invigilator's Signature :

CS/BCA/SEM-2/HU-201/2013

2013

ENGLISH LANGUAGE & COMMUNICATION

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : $10 \times 1 = 10$
 - i) Semantics is the study of
 - a) how words convey meaning
 - b) non-verbal communication
 - c) barrier to communication
 - d) all of these.
 - ii) The advantage of written communication is
 - a) it can be referred to continuously
 - b) it is accurate and precise
 - c) both (a) and (b)
 - d) none of these.
 - iii) One who is positive in thinking is
 - a) pessimist
 - b) optimist
 - c) happy
 - d) sad.



- iv) The practice of killing an infant means
 - a) infanticide
 - b) suicide
 - c) murder
 - d) all of these.
- v) The tone of the circular and the notice is in the form of
 - a) command
 - b) request
 - c) order
 - d) apology.
- vi) The tone of a sales letter should be
 - a) persuasive
 - b) flattering
 - c) harsh
 - d) straight forward.
- vii) The full form of CV is
 - a) Curriculum Vitals
 - b) Curriculum Vitae
 - c) Curriculum Virtues
 - d) Curricular Varieties.
- viii) Proxemics is the study of in terms of communication.
 - a) distance
 - b) nearness
 - c) body language
 - d) language.
- ix) job application letter is written against an advertisement.
 - a) Invited
 - b) Solicited
 - c) Unsolicited
 - d) Referential.
- x) In persuasive letters the tone of the writing should be
 - a) pleading
 - b) convincing
 - c) commanding
 - d) arguing.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

- 2. Define communication with example to illustrate your views.
- 3. What, according to you, are the impacts of social networking sites on the present generation ?



4. What are the differences between an agenda and the minutes of a meeting ?
5. What is a user manual ? State two features of user manual.
6. Write short notes on any *two* of the following :
 - a) Grape vine
 - b) Para language
 - c) Silence in communication.

GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. Read the following passage and answer the following questions :

Conversation is indeed the most easily teachable of all arts. All you need to do in order to become a good conversationalist is to find a subject that interests you and your listeners. There are, for example, numberless hobbies to talk about. But the important thing is that you must talk about other fellow's hobby rather than your own. Therein lies the secret of your personality. Talk to your friends about the things that interest them, and you will get a reputation for good fellowship, charming wit and brilliant mind. There is nothing that pleases people so much as your interest in their interest.

It is just as important to know what subjects to avoid and what subjects to select for good conversation. If you don't want to be set down as a wet blanket or a bore, be careful to avoid certain unpleasant subjects. Avoid talking about yourself, unless you are asked to do so. People are interested in their own problems not in yours. Sickness or death bores everybody. The only one who willingly listens to such is the doctor, but he gets paid for it.

To be a good conversationalist you must know not only what to say, but to say it. Be mentally quick and witty. But don't hurt others with your wit. Finally try to avoid mannerism in



your conversation. Don't bite your lips or click your tongue, or roll your eyes or use your hands excessively as you speak. Don't be like that Frenchman who said, "How can I talk if you hold my hand ?"

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| a) What is the secret of one's popularity as a conversationalist ? | 3 |
| b) What subject interests the listener ? | 3 |
| c) What should one avoid while talking ? | 3 |
| d) Give a title of the passage. | 3 |
| e) Give the meaning of the following : | 3 |
| i) delightful | |
| ii) a person who spoils other people's pleasure | |
| iii) full of clever humour. | |
8. Draft an office memorandum relating to warning an employee for his carelessness in work.
9. Draw up a feasibility report on setting up an S.B.I. Bank branch in a small town.
10. Write an application to the principal of DAV Public School, Delhi-10, for the post of computer teacher with your full bio-data.

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