



Name :
Roll No. :
Invigilator's Signature :

CS/MCA/SEM-1/HU-101/2011-12
2011
BUSINESS ENGLISH & 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 × 1 = 10
- i) An appendix of a report contains
 - a) Supporting material/data
 - b) Collected data
 - c) Referential books
 - d) None of these.

 - ii) The antonym of *Commensurate* is
 - a) Begin b) Applicable
 - c) Suitable d) Equivalent.



- iii) Upward and downward flow of messages constitute
 - a) vertical communication
 - b) horizontal communication
 - c) diagonal communication
 - d) none of these.
- iv) Body language is
 - a) structured
 - b) faked
 - c) voluntary
 - d) involuntary.
- v) Biased listening is a result of
 - a) prejudices
 - b) semantic problems
 - c) discussions
 - d) arguments.
- vi) Letter of Transmittal is found in
 - a) Memo
 - b) Notice
 - c) Report
 - d) Software user manual.
- vii) Impromptu presentation requires
 - a) delivering a speech by reading out aloud verbatim from a sheet of paper
 - b) delivering a speech with some kind of preparation
 - c) delivering a speech without preparation
 - d) delivering a speech by being prompted by others.
- viii) Which of the following is a type of informal network ?
 - a) Wheel Network
 - b) Circle Network
 - c) Y-Network
 - d) Gossip Network.



- ix) Haptics is the study of
- a) Colour
 - b) Space
 - c) Touch
 - d) Body language.
- x) Doyen is
- a) a thick mixture
 - b) pipe to carry rainwater from roof
 - c) widow's share of husband's property
 - d) senior member of a group.

GROUP – B

(Short Answer Type Questions)

Write short notes on any *three* of the following.

$$3 \times 5 = 15$$

2. You are M.N. Roy, Area Sales Manager, Religare Securities Pvt Ltd. New Delhi. Write a memo to be sent to all the Branch Managers to attend a meeting on 20th September 2011 and to give a detailed report of the targets met so far.
3. Give the essential features of 'Good writing'.
4. List and discuss briefly the barriers to communication .
5. Mention the steps to prepare a report.
6. Write short note on E-mail or videoconferencing



GROUP – C

(Long Answer Type Questions)

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

7. Write a proposal to the Head of your institution regarding the introduction of a course on computer literacy for all students.
8. You are the Sales Manager of a company that has recently manufactured a sofa-cum-bed which, not in use, can be easily dismantled and kept in a corner, occupying very little space. Draft a letter to be sent to about 5000 middle-class families in Bombay to promote its sale.
9. Write a letter of application to the following advertisement :

Sebastian Industries Limited need Branch Managers in their Sales Department. Candidates should be graduates and have at least seven years' experience. They should be conversant with sales management, operations of depots, and excise laws. Age should be around 35 years. Salary commensurate with qualification and experience. Write in confidence within 15 days, Tolstoy Marg, New Delhi – 110003.
10. The management is considering the installation of a loud speaker system in your factory. As the Electronic Engineer you have been asked to submit a detailed report to the manager on placement of loudspeakers, hours of use, possible staff reaction, interference with production, etc. Invent the necessary details and write the report which is to be circulated to the General Manager and the Managing Director.