CS/MCA/SEM-1/HU-101/2012-13

2012

BUSINESS ENGLISH AND 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)   Hearing is

   a)   Active   b)   Involunatary

   c)   Passive   d)   Casual.

   ii)   Empathy leads to

   a)   Insight   b)   Understanding

   c)   Perception   d)   All of these.

   iii)   Occulesias is related to

   a)   Sharing   b)   Participating

   c)   Eye contact   d)   Understanding.

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iv) Biodata is of

    a) one type   b) two types

    c) three types   d) four types.

v) Meeting is an example of

    a) Upward Communication

    b) Downward Communication

    c) Diagonal Communication

    d) none of these.

vi) Preparing an effective oral presentation does not involve

    a) planning visual aids

    b) gathering relevant material

    c) developing the central and the main idea

    d) organizing presentation.

vii) Agenda is tagged with the

    a) notice of a meeting

    b) circular

    c) office order

    d) none of these.

viii) A tendency to steal is known as

    a) Claustrophobia   b) Sommabulism

    c) Pessimism   d) Kleptomania.

ix) Feedback is

    a)   response of the receiver

    b)   response of the encoder

    c)   response of the manager

    d)   response of the customer.

x) An appendix of a report contains

    a)   supporting material/data

    b)   collected data

    c)   referential books

    d)   discussion segment.
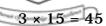
GROUP – B
(Short Answer Type Questions)
Answer any *three* of the following.   3 × 5 = 15

2. What is listening ? State the difference between hearing and listening.

3. What is presentation ? State the techniques for delivering presentation.

4. How many types of documentation exist ? Mention the steps to prepare of software user manual.

5. Write and explain the formulae of AIDA and IDCA in writing a sales letter.

6. Draft an advertisement of a C++ book.

GROUP – C
(Long Answer Type Questions)
Answer any *three* of the following.   3 × 15 = 45

7. Write a report on the benefits of computerization of ticket booking system in the Railways.

Format – 4

Body – 8

Lexical Rules – 3

15

8. Write a letter of application, together with your Curriculum Vitae (CV) for the job in response to the following advertisement :

'COBOL Programmers, with minimum 2 years' experience required by a well-known Data Processing Company in Delhi. Apply within 10 days to Box No. 65, New Delhi-110068.

9. Design a poster announcing a national seminar on 'Hazards of Smoking' at your institution.

10. Write an essay on any *one* of the following topics :

    i)   Corruption in India

    ii)   Changing information technology— challenges and prospects

    iii) Ambition and Ethics.