



MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

Paper Code : CE(OE)601A Soft Skills and Interpersonal Communication - I

UPID : 006740

Time Allotted : 3 Hours

Full Marks : 70

The Figures in the margin indicate full marks.

Candidate are required to give their answers in their own words as far as practicable

Group-A (Very Short Answer Type Question)

1. Answer any ten of the following :

[1 x 10 = 10]

- (I) What is fiction ?
- (II) My voice startled her. (Voice change)
- (III) Mention one of the levels of communication.
- (IV) What is business communication ?
- (V) How is the night in the poem -" Night of the Scorpion"?
- (VI) She went to him . (Mention the parts of speech of every word)
- (VII) What do you mean by the word 'Palanquin'?
- (VIII) Mention the role of adverb.
- (IX) Mention one of the causes of organizational barriers.
- (X) What is the full form of email ?
- (XI) What is an organizing email ?
- (XII) What do you mean by the word 'Lithuania'?

Group-B (Short Answer Type Question)

Answer any three of the following :

[5 x 3 = 15]

2. Define organizational communication with its various forms. [5]
3. Briefly describe the functions of business communication. [5]
4. Mention the importance of formal business writing. [5]
5. Describe the characteristics of fiction. [5]
6. Analyse the various levels of business communication . [5]

Group-C (Long Answer Type Question)

Answer any three of the following :

[15 x 3 = 45]

7. Evaluate the process of business communication. What are steps of business communication skill? [10+5]
8. Describe the characteristics of a tragedy. [15]
9. Define the various levels of communication . [15]
10. Analyse the scope of business communication. [15]
11. What is mass communication? Evaluate the merits and demerits of mass communication. Mention the barriers of mass communication. [2+8+5]

*** END OF PAPER ***