

ENGLISH LANGUAGE & COMMUNICATION (SEMESTER - 2)

CS/BCA/SEM-2/HU-201/09



1.
Signature of Invigilator

2.
Signature of the Officer-in-Charge

Reg. No.

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Roll No. of the
Candidate

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CS/BCA/SEM-2/HU-201/09

ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009

ENGLISH LANGUAGE & COMMUNICATION (SEMESTER - 2)

Time : 3 Hours]

[Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

1. This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No 3.
2. a) In **Group – A**, Questions are of Comprehension type. You have to answer the questions in the space provided marked "**Answer Sheet**".
b) For **Groups – B & C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.
3. **Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
4. Read the instructions given inside carefully before answering.
5. You should not forget to write the corresponding question numbers while answering.
6. Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
7. **Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
8. You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification.**
9. Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

FOR OFFICE USE / EVALUATION ONLY

Marks Obtained

	Group – A					Group – B					Group – C					Total Marks	Examiner's Signature
Question Number																	
Marks Obtained																	

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Head-Examiner / Co-Ordinator / Scrutineer

2364 (13/06)



ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009
ENGLISH LANGUAGE & COMMUNICATION
SEMESTER - 2

Time : 3 Hours]

[Full Marks : 70

GROUP – A

(Comprehension Type Questions)

1. Read the passage and answer the questions that follow :

This is a style of management commonly referred to as MBWA. It is variously lengthened to management by wandering about or management by walking around. MBWA usually involves the following :

Managers consistently reserving time to walk through their departments and/or to be available for impromptu discussions ; (MBWA frequently goes together with an open-door management policy); Individuals forming networks of acquaintances throughout their organizations; Lots of opportunities for chatting over coffee or lunch, or in the corridors. Managers getting away from their desks and starting to talk to individual employees.

The idea is that they should learn about problems and concerns at first hand. At the same time they should teach employees new methods to manage particular problems. The communication goes both ways.

One of the main benefits of MBWA was recognized by W.Edwards Deming, who once wrote :

'If you wait for people to come to you, you'll only get small problems. You must go and find them. The big problems are where people don't realize they have one in the first place.'



The difficulty with MBWA is that (certainly at first) employees suspect it is an excuse for managers to spy and interfere unnecessarily. This suspicion usually falls away if the walkabouts occur regularly, and if everyone can see their benefits.

MBWA has been found to be particularly helpful when an organization is under exceptional stress ; for instance, after a significant corporate reorganization has been announced or when a takeover is about to take place. It is no good practicing MBWA for the first time on such occasions, however. It has to have become a regular practice before the stress arises.

By the turn of the century it did not seem extraordinary that managers should manage by walking about. The technologies of mobile communications made it so much easier for them to both walk about and stay in touch at the same time. But in the 1950s many white-collar managers turned their offices into fortresses from which they rarely emerged. Edicts were sent out to the blue-collar workforce whom they rarely met face-to-face. The outside world filtered through a secretary who, traditionally, sat like a guard dog in front of their (usually closed) office doors. Even in the 1980s such practices were not uncommon, as demonstrated in the film Nine to Five.

MBWA was popularized by becoming an important part of The HP Way. the open style of management pioneered by Bill Hewlett and Dave Packard, the two founders of the eponymous computer company. Many of the practices of the HP Way..became widely copied by corporations throughout the United States in the late 1980s and early 1990s.



The idea received a further boost when Tom Peters and Robert Waterman wrote that top managers in their excellent..companies belived in management by walking about. In his second book, A Passion for Excellence., Peters said that he saw managing by wandering about..as the basis of leadership and excellence. Peters called MBWA the technology of the obvious.. As leaders and managers wander about, he said that at least three things should be going on :

- They should be listening to what people are saying.
- They should be using the opportunity to transmit the company's value face to face..
- They should be prepared and able to give people on-the-spot help.

Questions

- a) What hazards might be involved for employees in the management by walking around ? 1
- b) When should managers particularly avoid to practice MBWA and why ? 1
- c) How does management by walking about differ from the management in the past ? 2
- d) Identify the words in the passage which mean :
 - i) without preparation or planning
 - ii) an official order or statement given by someone in authority
 - iii) people who do physical work in industry
 - iv) to stop people that you do not want from a large number of people using a special system. 2
- e) In your own words, provide the gist of the text in not more than 100 words. 4



6
GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.

$3 \times 5 = 15$

2. You are the personal manager of a leading industrial group. You need a lady receptionist capable of handling the large EPABX. Computer literate graduates, fluency in English, pleasing personality preferable. Write out an advertisement for publication in a newspaper.
3. Secretary of Environment Preservation Society saw the following table on the increase in the number of vehicles in major Indian cities. Using the ideas from it and your own ideas, write a report to the Secretary :

City (in descending order of population)	Passenger				Freight	
	Private		Intermediate		Public Buses	Trucks
	Two wheels	Cars & Jeeps	Taxis	Three Wheelers		
Mumbai	2·7	6·9	—	—	5·6	2·9
Kolkata	18·2	6·2	9·2	32·7	19·4	– 5·4
Delhi	18·7	19·4	3·6	18·2	8·5	14·7
Chennai	42·5	31·3	36·8	– 1·3	7·5	17·7

4. As a boss to your subordinates, write a memo mentioning the date, time and venue of a meeting.
5. As a health officer under Government of WB, prepare a public notice to make the people of your locality aware of the consequences of Bird flu.



7
GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.

3 × 15 = 45

6. You purchased a Frost-free LG refrigerator of 265 litres from Sales Emporium, Kolkata. After a month of purchase, the freezing section of the refrigerator has failed to function. Write a letter to the Sales Manager of the company complaining about it and requesting for the piece to be replaced. since there is a two year warranty. 15
7. Define the Communication process and explain it with schematic representation. Also discuss the role of Feedback in the communication process. 15
8. Compare and contrast General-purpose Communication and Technical Communication. What is 'grapevine' ? Is it always harmful ? If not, why ? How can a good manager effectively use grapevine ? 15
9. Write a letter to the Chairman of Municipal Corporation complaining him about the pollution created by the two-stroke autos in your locality. 15
10. i) Your younger brother Avishek Gupta, aged 15 has been missing for a week. Draft a suitable advertisement for the 'Missing Persons' column of a newspaper in about 50 words. (Invent the required details). 5
- ii) Assume that you are the Managing Director of a company dealing with electronic equipment. Inform all your employees through an e-mail about the new community hall which the company is going to inaugurate next week. Highlight the important features of both the hall and the inauguration. 10

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END

Name :

Roll No. :

Invigilator's Signature :

CS/BCA/SEM-2/HU-201/2010

2010

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

(Comprehension Type Questions)

1. One warm summer afternoon my friends and I strolled languidly across the College campus on our way to the dining hall. We had successfully completed the trials and tribulations of freshman orientation and considered ourselves to be matured students. Confidently opening the canteen door we stepped inside and stared at the huge room in horror; we had no idea how to get to the food line. Immediately we scuttled back to the door and huddled together, frantically trying to decide our next move. A friendly senior girl behind us, seeing our dire situation, started to guide us to the food line. We were almost there when an entire table of boys who had watched the scene with amusement stood up clapping and yelled "yes freshmen !" This made us realize that we weren't the mature college students we thought we were ... yet.

A semester had passed since that embarrassing day at orientation and I feel like I have made the transition from adolescent to adult. It wasn't easy, though. Going to class was an ordeal for me because I had to walk through the sea

of unfamiliar faces. I remember asking directions everywhere I went. One time, because I followed everyone's directions without a second thought, I sat in a wrong class for ten days before the teacher told me that I wasn't on his rolls. Eventually I learnt my way around the campus.

Towards the middle of the semester, some new 'college' words entered my vocabulary. One such word was 'semesters'. I had never used this word in high school, and it sounded so grown up and important that I incorporated it into almost any conversation. I especially used it a lot at home with my little sister. Soon, everyone knew I was busy with all my semesters. 'Arrears' was another term everyone started using towards the end of the semester. Luckily, another ignorant freshman asked the teacher for the meaning, and I learnt that it meant 'subjects not cleared in the first attempt'. When I learnt this, the thought of taking an exam that covered twenty chapters terrified me, and all forms of socializing quickly ended while I studied for my dreaded exams.

However, I must say I'm much more matured that I was the first time I walked into this College. I now walk confidently to my classes, recognizing several faces in the sea of students and wave and say "Hi !" just like everyone else. I know all about the first year practicals and exactly how good the canteen food tastes ! Perhaps the best feeling of all, however, is knowing that next year a new group of freshers will be wandering around the campus and as a sophomore I'll be able the one giving them the directions and if they are really scared and lost, I'll probably give them the right directions !

Read the passage and answer the following questions :

- i) Write a précis on this passage. 4
- ii) "This made us realize that we weren't the mature college students we thought we were yet." What made the author realize this ? 3

- iii) Give the synonym of 'walk' as used in the passage. 1
- iv) Define 'socializing'. 1
- v) Towards the end of the year, the narrator has become
- a) arrogant
 - b) kind
 - c) confident
 - d) terrified. 1

GROUP - B

(Short Answer Type Questions)

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

2. You are the HR Manager of IBM Kolkata. Write an advertisement for the "Situation Vacant" column of local newspaper describing the person you want to operate as a supervisor.
3. Assume that you are the head of the students' counsel. Prepare a memo for the Principal of your college with statistical details concerning the expenditure incurred in the last six months and expected expenditure in the next six months.
4. You are a management trainee in an MNC dealing with marketing of software. There has been a slight change in the market as a result of which you need to change in the market as a result of which you need to change your strategies. Write a brief report to your Project Leader and your MD concerning the changes that need to be brought about. Identify differences, if any, in the style of writing the report.

CS/BCA/SEM-2/HU-201/2010

5. You are the President of the Cricket Team of your college. The inter-college cricket tournament is going to be held on 26th July, 2010. Notify the students about it.

GROUP - C

(Long Answer Type Questions)

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

6. What are meant by 'upward' and 'downward' communications ? What are the methods used by organizations for encouraging 'upward' and 'downward' communications ? What are the limitations of 'upward' & 'downward' communications ?
7. Write a survey report on a spot your company has chosen for factory construction and giving your suggestions to the Manager.
8. What are the sender-oriented barriers ?
9. What are the basic tenets that should be kept in mind before composing business messages ?
10. What do you understand by 'media' of communication ? Which media are usually used for communication in organization ? $5 + 10$

Name :

Roll No. :

Invigilator's Signature :

CS/BCA/SEM-2/HU-201/2011

2011

ENGLISH LANGUAGE 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

(Comprehension Type Questions)

1. Read the passage and answer the questions that follow :

10 × 1 = 10

The Turner kids were not accustomed to snow. The most they ever got in their southern city of Birmingham was an inch or so each winter, and even that was quite infrequent.

What was funny was that even the slightest bit of snow was enough to cancel school and close businesses. No one knew how to drive in the stuff. It was never enough for young Lily Mae Turner, though, because the snow that came was always too sparse to build a snowman or to go sledding.

But one night, in March of 1993, something magical happened.

An unexpected blast of cold air from Canada and moist air from the Caribbean converged on the eastern part of the United States to create the "Storm of the Century".

All the Turner kids knew was that when they woke up Saturday morning, there was 17 inches of unbelievable snow on their front lawn and as far as the eye could see.

The Turner parents were in shock. Most folks in town were ill-prepared for such a storm. They had no shovels to dig their way out and no salt to keep from slipping. They had no idea what to do.

While the adults seemed paralyzed with disbelief, the Turner kids set about having the time of their lives. Lily Mae discovered that a rope tied to a metal trashcan lid made a perfect sled. John Henry figured out that if he put his feet in plastic grocery bags before putting on his rain boots, his feet stayed warm for a longer time. Rachel made snow angels in every part of the yard. Together, all the kids made a huge snowman and dressed it in dad's hat and jacket. (Mr. Turner didn't own a scarf !)

For three straight days, the Turner kids had a splendid time. On Tuesday, the temperature hit 7·0 degrees and life for these southerners went back to normal.

- i) What does 'accustomed' mean ?
- a) used to b) aware of
- c) scared of d) interested in.
- ii) Which other title would fit this passage best ?
- a) "1993"
- b) "A Cold March"
- c) "Magical Snow"
- d) "No Scarf for a Snowman".
- iii) How are the children different from the adults in this passage ?
- a) The kids stayed warm, while the adults were very cold
- b) The kids knew the storm was coming, while the adults did not
- c) The adults still had to go to work, while the kids stayed home
- d) The kids went out and had fun while the adults did not know what to do.
- iv) Which is the best antonym for infrequent ?
- a) common b) long
- c) rare d) surprising.

- v) Why might the author have described the storm as magical ?
- a) Because Lily Mae believed the snow was magic
 - b) Because it was such an unusual thing to happen, it felt like magic
 - c) Because there was no other explanation for why the storm occurred
 - d) Because the author wanted to cast doubt on whether the storm actually took place.
- vi) What conclusions can be drawn about what the weather is usually like in Birmingham during March ?
- a) It is warm
 - b) It is sunny
 - c) It is windy
 - d) It does not snow.
- vii) What can be said about the Turner kids ideas for playing in the snow without the usual snow gear ?
- a) They were creative
 - b) They were complicated
 - c) They were effective
 - d) They were misguided.

viii) Lily Mae Turner found the snow in Birmingham not enough because

- a) she could go out to play
- b) she could drive in the stuff
- c) she found it difficult to make a snowman
- d) she did not use a shovel to dig the snow.

ix) What was going on outside of Birmingham during this passage ?

- a) The reader does not find out
- b) There was no snow anywhere else
- c) A storm of historic proportions took place
- d) The entire country was dealing with snow.

x) What is the best antonym for splendid ?

- a) great
- b) perfect
- c) happy
- d) terrible.

GROUP – B
(Short Answer Type Questions)

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

2. Describe the barriers of communication in brief.
3. Discuss the term “grapevine” in brief.
4. Describe Upward Communication.
5. What is Diagonal Communication?
6. Write down the principles of effective communication.

GROUP – C
(Long Answer Type Questions)

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

7. Your company is considering a proposal to make an in-house canteen for office employees. Your office has around 50 employees. Make a report to give an estimate of the area, manpower and money required to set up and run the canteen.
8. Apex Software Limited, 93, M. M. Road, Kolkata – 700 099, wish to run a four-week training programme for junior executives of its firm located in Eastern India. As Senior Project Manager, you have been asked to prepare a technical proposal for submission to the Managing Director. Write it in the form of a letter.

9. Write a user's manual on any of these : Portable television, Vacuum cleaner, Alarm clock, Digital camera. Your user's manual could focus on the installation and operation of the accessories. Include graphical representation of the objects to make the manual more effective and understandable.
10. The SYMBIOSIS POLYTECHNIC at 46, N. S. C. Bose Road, Kolkata-40, requires a Programme Designer for the institute. Write to the Director, applying for the post. Give your detailed Resume.
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Name :

Roll No. :

Invigilator's Signature :

CS/BCA/SEM-2/HU-201/2012

2012

ENGLISH LANGUAGE 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

(Comprehension Type Question)

1. Read the passage and answer the questions that follow :

Many conflicts of this world are believed to be the result of misunde standings. But where better to begin the process of understanding than in the well springs of communcation ... of language, of speech ? Unless we understand what another is saying, how can we approach even the fringes of consensus ? Even where people speak the same language, grave difficulties of semantics still often arise. How much more then in the case of people ruled by fears and suspicions of other people who speak an alien tongue ?

Each language has grown out of the deep cultural aspirations of a people. By understanding the language we begin to understand how they think, and more significantly how they feel. Out of such understanding will come a greater measure of mutual respect, and out of this respect greater love, and out of such love and such love alone, will come a lasting peace.

There are many occasions in the modern world which provide opportunities for fostering greater contact with foreigners. In the past, when travel was extremely hazardous and nearly impossible, people hardly ever heard another language spoken. In this age of jet transport and highly organized tourism, it is impossible not to hear several languages regularly. Movements of people in search of employment across the globe, for short and long terms, expose themselves and their families to quite diverse ethnic groups and cultures. They thus absorb quite naturally at least some of the basic elements of speech in those countries.

The United Nations and its myriad service organizations have done immeasurable good in bringing together nations of the world. There are also many "friendship societies" which enable people who wish to appreciate another culture to do so in a most congenial manner. Foreign missions of most countries, except perhaps the Chinese and some East European countries, hold classes to teach their language to people of host countries. International schools are also great nurseries of international friendship.

At the school where my wife teaches, the Overseas Children's School just outside Colombo, children of about 35 nations attend, and it is always a deeply moving sight to see them on United Nations Day, or on their big occasions, carrying the flags of their nations. It represents an El Dorado in microcosm, a brave vision of peace in the future.

My wife recalls that when the US-Libyan confrontation was at its peak, she saw a Libyan diplomat's daughter walk hand in hand with an American child. They had a language in common. Indeed, unless we become as little children in the matter of learning one another's language, as children do, we will not enter the kingdom of a heaven of harmony on earth.

- i) From paragraphs 1 and 2 :
 - a) What do misunderstandings lead to ?
 - b) What does the word "significantly" mean ? 2
- ii) From paragraph 2 :

Give two examples of what the understanding of each other's language will promote. 2
- iii) From paragraph 3 :
 - a) Why in the past was travel extremely hazardous and nearly impossible ?
 - b) What has led to more people being exposed to diverse ethnic cultures ? 2
- iv) From paragraph 4 :
 - a) What are "friendship societies" ?
 - b) How do they carry out their objective ? 2
- v) From paragraphs 5 and 6 :
 - a) What is meant by "El Dorado in microcosm" ?
 - b) How can harmony on earth be achieved ? 2

GROUP – B

(Short Answer Type Questions)

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

2. Define communication.
3. What are the basic elements of communication ?
4. Illustrate the types of communication.
5. Prepare a memo for circulation to all employees of your organisation announcing a change in the working hours and explaining the reason for changes.
6. Assuming yourself to be a health officer, write a public notice making the people aware of 'Bird flu' and take necessary precautions.

GROUP – C

(Long Answer Type Questions)

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

7. Assume yourself to be a team leader of a software company. Write an appraisal report on the performance of your team in the last quarter, which has to be submitted to the departmental head.
8. Your company is considering a proposal to make an in-house canteen for office employees. Your office has around hundred employees. Make a report to give an estimate of the around man-power and money required to set up and run the canteen.
9. Alex Software Limited, 121 M. G. Road, Kolkata-30, wishes to run an eight-week training programme for junior executives of its firm located in Western India. As Senior Project Manager you have been asked to prepare a technical proposal for submission to the Managing Director. Write it in a form of a letter.
10. What are the barriers of communication ? Explain the barriers in detail.



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 ?"

- 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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CS/BCA/Even/2nd Sem/HU-201/2014

2014

English Language and Communication

Time Allotted : 3 Hours

Full Marks : 70

The figure 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 alternative for the following:- (10X1)=10

- i) Kinesics is the study of
 - a) eye contact b) space c) time d) facial expression
- ii) AIDA strategy is mainly used in
 - a) credit letter b) sales letter
 - c) job application d) inquiry letter
- iii) A software user manual doesn't have in it
 - a) Precautions b) Warranties c) Contact details d) Name of the launcher
- iv) Inability to feel other's state of mind is an example of
 - a) semantic barrier b) lack of empathy
 - c) emotional barrier, d) negative tendencies
- v) The response received to a message is called
 - a) Encoding b) channel c) feedback d) action
- vi) Receiver is also the
 - a) Decoder b) transmitter c) encoder d) channel
- vii) Body language in communication is
 - a) Structured b) faked c) involuntary d) voluntary

- viii) Which one should be used while writing a précis?
- a) redundancy b) wordiness
c) passive voice d) conciseness
- ix) The word *Extravagant* is the opposite of
- a) expensive b) unlimited c) thrifty d) proud
- x) The antonym of the word *Affluent* is
- a) Prosperous b) poor c) talkative d) close

Group B

(Short answer type questions)

Answer any three of the following 3x5=15

2. Define communication. State its different forms
3. Define grapevine communication. Explain its limitations.
4. Assume yourself as the HR Manager, TCS Kolkata Branch. Write an advertisement for the "Post Vacant" column of a local news paper describing the person you want to operate as the Back Office executive. Mention the last date of submission of the application to the concerned address.
5. Write briefly about the advantages and the disadvantages of E Mail as a media of organizational communication.
6. What do you understand by Media of communication? Which media are generally used for communication in organization?

Group C

(Long answer type Questions)

Answer any three of the following 15x3=45

Read the following passage and answer the following questions.

7. Many conflicts of this world are believed to be the result of misunderstandings. But where better to begin the process of understanding than in the well springs of communication —

of language, of speech? Unless we understand what another is saying, how can we approach even the fringes of consensus? Even where people speak the same language, grave difficulties of semantics still often arise. How much more then in the case of people ruled by fears and suspicions of other people who speak an alien tongue?

Each language has grown out of the deep cultural aspirations of a people. By understanding the language we begin to understand how they think, and more significantly how they feel. Out of such understanding will come a greater measure of mutual respect, and out of this respect greater love, and out of such love, and such love alone, will come a lasting peace.

There are many occasions in the modern world which provides opportunities for fostering greater contact with foreigners, in the past, when travel was extremely hazardous and nearly impossible, people hardly ever heard another language spoken. In this age of jet transport and highly organized tourism, it is impossible not to hear several languages regularly. Movements of people in search of employment across the globe, for short and long terms, expose themselves and their families to quite diverse ethnic groups and cultures. They thus absorb quite naturally at least some of the basic elements of speech in those countries.

The United Nations and its myriad service organizations have done immeasurable good in bringing together nations of the world. There are also many "friendship societies" which enable people who wish to appreciate another culture to do so in a most congenial manner. Foreign missions of most countries, except perhaps the Chinese and some East European countries hold classes to teach their language to people of host countries.. International schools are also great nurseries of international friendship.

At the school where my wife teaches, the Overseas Children's School just outside Colombo, children of about 35 nations attend, and it is always a deeply moving sight to see them on United Nations Day, or on their big occasions, carrying the

flags of their nations. It represents an El Dorado in microcosm, a brave vision of peace in the future.

My wife recalls that when the US-Libyan confrontation was at its peak, she saw a Libyan diplomat's daughter walk hand in hand with an American child. They had a language in common, indeed, unless we become as little children in the matter of learning one another's language, as children do, we will not enter the kingdom of a heaven of harmony on earth.

- i) From paragraph 1 and 2,
 - (a) what do misunderstandings lead to?
 - (b) What does the word "significantly" mean? 2+1
- ii) From paragraph 2, give two examples of what the understanding of each other's language will promote. 3
- iii) (a) Why in the past was travel extremely hazardous and nearly impossible? 3
- (b) What has led to more people being exposed to diverse ethnic cultures?
- iv) From paragraph 4, (a) what are "friendship societies"? (b) How do they carry out their objective? 1+2
- v) From paragraph 5 and 6,
 - (a) What is meant by "El Dorado in microcosm"?
 - (b) How can harmony on earth be achieved?
8. Write a letter to the Branch Manager of HDFC bank stating that you want to close your savings a/c no 2134, with them as you are not satisfied with their service.
9. Write an application in response to the following advertisement in The Times of India. Enclose an appropriate CV.
"Wanted fresh Graduates for Cascade Software. Applicants should be willing to travel to all parts of India. Preference will be given to candidates with good communication skills."
10. As the Purchase Officer of Salt Lake Utilities you had ordered 20 Pentium 4 computers from Micro Sun System. When the consignment arrived it was found that 7 of the computers are damaged. Write a letter requesting proper replacements.

X-X-X



WEST BENGAL UNIVERSITY OF TECHNOLOGY

HU-201

ENGLISH LANGUAGE AND COMMUNICATION

Time Allotted: 3 Hours

Full Marks: 70

The questions are of equal value.

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. Answer *all* questions. 10×1 = 10
- (i) Informal communication is also called _____
- (A) downward communication (B) diagonal communication
(C) grapevine (D) lateral communication
- (ii) Which of the following is not an example of internal communication?
- (A) placing order with suppliers
(B) writing reports concerning sales
(C) giving orders and instructions to employees
(D) writing a proposal to the head of the organization
- (iii) Biased listening is the result of
- (A) arguments (B) discussions
(C) semantic problems (D) prejudices

- (iv) Brainstorming is
(A) a disease of the brain
(B) blowing of strong winds
(C) a session for the exchange of ideas
(D) blowing of strong words
- (v) Facial expression and bodily gestures are characteristics of
(A) Kinesics (B) time language (C) Proxemics (D) paralanguage
- (vi) Semantics is a study of
(A) how words convey meanings (B) nonverbal communication
(C) all of these (D) none of these
- (vii) Any letter written in business, asking for information about goods, viz. their quality size etc. can be termed as—
(A) enquiry letter (B) order letter
(C) refusal letter (D) quotation letter
- (viii) The word 'untoward' means
(A) unpleasant (B) quarrelsome (C) tiresome (D) easy
- (ix) The word *Extravagant* is the opposite of
(A) expensive (B) unlimited (C) thrifty (D) proud
- (x) The antonym of the word *Affluent* is
(A) prosperous (B) poor (C) talkative (D) close

GROUP B
(Short Answer Type Questions)

Answer any *three* questions.

3×5 = 15

2. E-mails are very fast means of communication, but have some drawbacks. Discuss.
3. Draft a sales letter introducing a new model of Nano car with all the special features that the new model has.
4. Write a memo to an employee giving him a warning for his misbehavior in the office premises.
5. Write short note on Grapevine Communication.

6. Imagine that you are the Secretary of the cultural association of your college. Your college is planning to organize a fest. Write a notice to be displayed asking the members to convene for a meeting.

GROUP C

(Long Answer Type Questions)

Answer any *three* questions.

3×15 = 45

7. Read the passage and answer the following questions

Live and let live is the rule of common justice because our world belongs to the living and not to the dead. If we do not learn to believe in this continuous adjustment of interests for the sake of our friends and fellowmen our stay in this vast society becomes valueless. Same we say when we look upon to the wild life of the world around us.

Wildlife is used in English language to refer to the animals and other living things that live in natural surroundings such as forests mountains or grasslands and are not kept by people as pets or farm animals. Wild plants and trees that grow with the grace of God and wild flower that blossoms with the blessings of nature. These are the gifts of god which have made our life charming.

In the beginning the mother earth gave birth to all kinds of herbage plants and trees over the hills and over all plains. The flowery medans started glittering with bright green shade. Ever flowing rivers and streams get shelter into the lovely seas under the sky. Feathers and hairs were born on the limbs of four footed beasts and the new earth then gave birth to men and women who started living together. The wild life was on and the earth like a kind and smiling mother opened the box of creation before them.

Many days have dawned since the birth of this wild surroundings and mankind in general established their uncontested supremacy over all other animals. They discovered weapons and started hunting the animals to eat their flesh and use their furs covered skin for their own clothing. With the progress of civilization they turned to be mare cruel to the wild life. With bows and arrows, sharp knives and large axes they enjoyed killing the animals on land and water. Born-free wild animals were such agreeable friends that they asked no questions and passed no criticisms and forests thus turned into our lost friends. It is wonderful that five thousand years have now elapsed since the creation of the world and still it remained

undecided whether or not we are able to accept the freedom of the wild life to create a situation of mutual love for which the nature planted all in this world. We must consider that we have born for the whole.

The least pain in our little finger gives us more concern than the destruction of millions of our fellow things. When a man wants to murder a tiger he calls it sport; when a tiger wants to murder him he calls it ferocity. Wild animals never kill for sport. Man is the only one to whom the torture and death of its fellow creatures is amusing in itself.

In the zoo and in the circus when I see these born-free animals behind the iron bars in the cages I feel myself guilty as one member of this community who have prisoned them for pleasure and wish to set them free where I could live the life of Tarzan with them.

- (i) What is wild life?
 - (ii) How wild life came into being and become our friends?
 - (iii) How has been human attitude towards the wild life?
 - (iv) With the progress of civilization how men turned more cruel to the wild life and why?
 - (v) What is your feeling for the born-free animals when you see them in the zoo or in the cages?
8. Write a letter for applying for the post of management trainee in response to the following advertisement in The Times Of India.
- Zeomega, is a leading provider of software for integrated care management. Our solution does more than help care managers track individuals and their treatments.
- Education : Bsc(CS), BCA, BE, B.Tech, M.Sc, M.Tech, MCA, MBA or ME.
- Do you like challenges and being on the forefront of innovation or being around really smart people. If yes we invite you to explore an exciting career with us.
- Responsible for design, development, coding, testing, debugging and documentation of applications to satisfy the requirements of one or more user areas.
9. Draft a feasibility report on setting up an SBI Bank branch in a small town.
10. What is letter of enquiry? Make an enquiry with a manufacturer of steel furniture for purchase of furniture for a college office.

CS/BCA/EVEN/SEM-2/HU-201/2016-17



**MAULANA ABUL KALAM AZAD UNIVERSITY OF
TECHNOLOGY, WEST BENGAL**

Paper Code : HU-201

ENGLISH LANGUAGE 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 × 1 = 10

- i) Which can be regarded as the end of communication system ?
 - a) Receiver
 - b) Decoding
 - c) Channel transmission
 - d) Feedback.
- ii) The informal flow of communication is called
 - a) Grapevine communication
 - b) Formal communication
 - c) Informal communication
 - d) Verbal communication.

- iii) Biased listening is result of
- a) Prejudices
 - b) Arguments
 - c) Semantic problems
 - d) Discussions.
- iv) Effective communication is incomplete without
- a) Writing
 - b) Feedback
 - c) Audience analysis
 - d) Questionnaire.
- v) Which of the following is the final phase of communication cycle ?
- a) Decoding
 - b) Transmission
 - c) Feedback
 - d) Encoding.
- vi) Wrong choice of words is a kind of
- a) Psychological barrier
 - b) Physical barrier
 - c) Semantic barrier
 - d) All of these.
- vii) Communication between the manager of sales department and manager of purchase department is
- a) Horizontal communication
 - b) Diagonal communication
 - c) Vertical communication
 - d) Pentagonal communication.

- ## GROUP - B

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

- U-200405**

5. Write down the difference between formal and informal communication.
6. What do you mean by a circular ? What are the purposes of a circular ?

GROUP - C

(Long Answer Type Questions)

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

7. Assume yourself to be a team leader of a software company. Write an appraisal report on the performance of your team in the last quarter, which has to be submitted to the departmental head.
8. Apex Software Limited, 93, M. M. Road, Kolkata - 700099, wishes to run a four-week training programme for junior executives of its firm located in Eastern India. As senior Project Manager, you have been asked to prepare a technical proposal for submission to the Managing Director. Write it in the form of a letter.
9. The SYMBIOSIS POLYTECHNIC at 46, N.S.C. Bose Road, Kolkata - 4 requires a Programme Designer for the institute. Write to the Director, applying for the post. Give your detailed resume.
10. Discuss the network models of communication with diagram and suitable examples.



**MAULANA ABUL KALAM AZAD UNIVERSITY OF
TECHNOLOGY, WEST BENGAL**

Paper Code: BCA HU-201

ENGLISH LANGUAGE 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 followings :

1×10=10

- (i) Gossips rumours are parts of _____ communication.
 - (a) upward
 - (b) horizontal
 - (c) grapevine
 - (d) crisscross
- (ii) The tone of a notice is
 - (a) informative
 - (b) ordering
 - (c) requesting
 - (d) pleading
- (iii) Aristotle's model is a classic example of
 - (a) one way
 - (b) two way
 - (c) triangular
 - (d) grapevine
- (iv) Communication is
 - (a) sharing of information, ideas
 - (b) chatting
 - (c) talking
 - (d) all of these
- (v) Encoder is the other name for
 - (a) medium
 - (b) channel
 - (c) receiver
 - (d) sender
- (vi) Appearance is a part of
 - (a) body language
 - (b) time language
 - (c) proxemics
 - (d) vocal tone

(vii) Individual barrier is also known as

- (a) Semantic barrier
- (c) Organizational barrier

- (b) Psycho-sociological barrier
- (d) None of these

(viii) Alarms are a type of

- (a) sign language
- (c) advertisements

- (b) barriers
- (d) all of these

(ix) Non-verbal part of communication comprises of

- (a) 93%
- (c) 69%

- (b) 7%
- (d) 40%

(x) Which of the following is an example of paralanguage?

- (a) Facial expression
- (c) Visual signs

- (b) Pitch of voice
- (d) Design and layout of a building

Group – B

(Short Answer Type Questions)

Answer any three of the following.

3×5=15

2. What is a report? What are the different formats that are used to write reports?
3. Prepare a poster on the College Fest to be held in your college.
4. Assume that you are the Managing Director of your company. Write a memo to the Section all Heads announcing that the Company has decided to pay an incentive to all the employees at the rate of 15% from July 2018.
5. What are the main factors behind successful business communication?
6. What a short note on kinesics.

Group-C

(Long Answer Type Questions)

Answer any three of the following:

15×3=45

7. What are the different kinds of barriers to the communication process? Explain few steps of overcoming barriers during a communication process in an organization.
8. What is the difference between a complaint and an enquiry letter? The Samsung E12k56 model of microwave oven that you recently bought from an online shopping site is not performing as it was depicted. Food is taking a long time to heat up; also the start button is not functioning well. Write a complaint letter to the relevant authority citing the problems seeking immediate replacement or full refund.

Q
Q
Q
Q
Q

9. Write a solicited application letter and CV against the following advertisement published in the Times of India, 18th September 2018.
Global Technologies Pvt. Ltd is looking for suitable candidates having relevant experience for the post of Assistant IT Officer for its office in Kolkata. Candidates willing apply should have good communication skill, proven leadership qualities other than having the experience of working in similar position. Apply within 10 days with updated CV to Box No. 22378, Kolkata-700006
10. A company is considering whether to extend its operation to your hometown. Collect relevant data and write a report on the population, industries, recreational facilities, educational facilities, communications, technological advantages, transport, climate, natural resources, manpower ,etc. to the Managing Director- Future Texture Ltd.

CS/BCA(N)/EVEN/SEM-2/HUN-201(N)/2018-19



**MAULANA ABUL KALAM AZAD UNIVERSITY OF
TECHNOLOGY, WEST BENGAL**

Paper Code : HUN-201(N)

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 any ten of the
following : 10 × 1 = 10

i) Which part of the business report provides
background for the report ?

- a) Executive summary b) Introduction
c) Conclusion d) None of these.

ii) The 4 S's of effective communication does not
include

- a) structure b) shortness
c) simplicity d) sincerity.

iii) A sub-ordinate sending an e-mail to his supervisor is an example of

- a) downward communication
- b) vertical communication
- c) horizontal communication
- d) upward communication.

iv) Which two adjectives best describe a memo ?

- a) Lengthy and in-depth
- b) Detailed and formal
- c) Short and concise
- d) Verbose and succinct.

v) The full form of SWOT is

- a) Severe Weakness Opportunity Threat
- b) Serious Weakness Opportunity Threat
- c) Strength Weakness Opportunity Threat
- d) Strength Weakness Olfactory Threat.

vi) Semantics is a study of

- a) how words convey meanings
- b) non-verbal communication
- c) all of these
- d) none of these.

vii) In his 'maiden speech' he was completely nervous.

'Maiden speech' means

- | | |
|-----------------|----------------|
| a) first speech | b) chatter-box |
| c) talkative | d) dumb. |

- viii) The word 'untoward' means
- a) unpleasant b) quarrelsome
c) tiresome d) easy.
- ix) Which one should be used while writing a précis ?
- a) Redundancy b) Wordiness
c) Passive voice d) Conciseness.
- x) The antonym of the word 'Affluent' is
- a) prosperous b) poor
c) talkative d) close.
- xi) Yesterday I met European.
- a) a b) an
c) the d) none of these.
- xii) A speech made without preparation is
- a) Debate b) Extempore.

GROUP - B

(Short Answer Type Questions)

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

2. Share some tips for a successful group discussion session.
3. Write a short note on SWOT analysis. How does it determine the human quality index ?
4. What do you mean by 'encoding' ? How is it related to 'transmission' and 'decoding' ?
5. You are the HR Manager of IBM Kolkata. Write an advertisement for the 'Situation Vacant' column of a local newspaper describing the person you want to operate as a supervisor.

CS/BCA(N)/EVEN/SEM-2/HUN-201(N)/2018-19

6. As the Managing Director of a company, write a memo to the sectional heads announcing the appointment of a person from outside, through recruitment process, as Systems Administrator.

GROUP - C

(Long Answer Type Questions)

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

7. Write an application in response to the following advertisement in The Times of India. Enclose an appropriate C.V. <http://www.makaut.com>
"Wanted fresh Graduates for Cascade Software. Applicants should be willing to travel to all parts of India. Preference will be given to candidates with good communication skills."
8. The General Manager of Elite Industries Ltd, Gurgaon, is worried about the wastage of stationery in almost all sections of the company. Draft a memo to be signed by him and sent to all Sectional Heads, asking them to identify the reasons behind such wastage and also advise the employees under their control to restrain from such wastage.
9. As a purchase manager of Satyam Computers, 9 Naidu Road, Hyderabad-500 007, you had ordered two dozen personal computers from Hindustan Computers Limited (HCL), 140 M.G. Road, Bangalore-500 001. When the consignment arrived, you found some of the pieces in damaged condition. Write a complaint letter to the Sales Manager of the company asking for repair, replacement or compensation.

10. What comprises an effective presentation ? What should we keep in mind for an effective presentation ?
11. Read the following passage and answer the following questions :

This is a style of management commonly referred to as MBWA. It is variously lengthened to 'Management by Wandering About' or 'Management by Walking Around'. MBWA usually involves the following : Managers consistently reserving time to walk through their departments and/or to be available for impromptu discussions; (MBWA frequently goes together with an open-door management policy); Individuals forming networks of acquaintances throughout their organizations; Lots of opportunities for chatting over coffee or lunch, or in the corridors, Managers getting away from their desks and starting to talk to individual employees. The idea is that they should learn about problems and concerns at first hand. At the same time they should teach employees new methods to manage particular problems. The communication goes both ways. One of the main benefits of MBWA was recognized by W.Edwards Deming, who once wrote. "If you wait for people to come to you, you'll only get small problems. You must go and find them. The big problems are where people don't realize they have one in the first place".

The difficulty with MBWA is that (certainly at first) employees suspect it is an excuse for managers to spy and interface unnecessarily. This suspicion usually falls away if the walkabouts occur regularly, and if everyone can see their benefits. MBWA has been found to be particularly helpful when an organization is under exceptional stress; for instance, after a significant corporate reorganization has been announced or when a takeover is about to take place. It is no good practising MBWA for the first time on such occasions, however. It has to have become a regular practice before the stress arises. By the turn of the century it did not seem extraordinary that managers should manage by walking about. The technologies of mobile communications made it so much easier for them to both walk about and stay in touch at the same time. But in the 1950s, many white-collar managers turned their offices into fortresses from which they rarely emerged. Edicts were sent out to the blue-collar work force whom they rarely met face to-face. The outside world filtered through a secretary who, traditionally, sat like a guard dog in front of their (usually closed) office doors. Even in the 1980s such practices were not uncommon, as demonstrated in the film *Nine to Five*. MBWA was popularized by becoming an important part of 'The HP Way', the open style of management

pioneered by Bill Hewlett and Dave Packard, the two founders of the eponymous computer company. Many of the practices of the HP Way became widely copied by corporations throughout the United States in the late 1980s and early 1990s. The idea received a further boost when Tom Peters and Robert Waterman wrote that top managers in their excellent companies believed in management by walking about. In his second book, *A Passion for Excellence*, Peters said that he saw managing by wandering about as the 'basis of leadership and excellence'. Peters called MBWA the technology of the obvious. As leaders and managers wander about, he said that at least three things should be going on : They should be listening to what people are saying; they should be using the opportunity to transmit the company's value face to face, and they should be prepared and able to give people on-the-spot help.

Questions :

- a) What hazards might be involved for employees in the management by walking around ? 2
- b) When should managers particularly avoid to practise MBWA and why ? 2
- c) How does management by walking about differ from the management in the past ? 2

- d) Identify the words in the passage which mean :
- i) without preparation or planning
 - ii) an official order or statement given by someone in authority
 - iii) people who do physical work in industry
 - iv) to stop people that you do not want from a large number of people using a special system.
- 2
- e) What is the main benefit of MBWA ? 2
- f) In your own words, write a précis of the above passage. 5
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