



ENGINEERING & MANAGEMENT EXAMINATIONS, DECEMBER – 2006
BUSINESS ENGLISH AND COMMUNICATION
SEMESTER – 1

Time : 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.

Answer all questions.

1. Write True / False against each statement : 5 × 1 = 5
 - a) Barriers to communication are essential for classification of thoughts and ideas of both the sender and the receiver.
 - b) Government organizations write circulars and private organizations write notices.
 - c) Memos and letters are different in formats only, otherwise they are the same.
 - d) 'Ability' and 'Capacity' are words with different meanings.
 - e) Group discussions are an extended form of debates.

2. Choose the correct alternatives and fill in the gaps : 10 × 1 = 10
 - a) The book has been (adapted / adopted) for the Indian readership.
 - b) The person looks sad and (uninterested / disinterested).
 - c) Trespassers will be (persecuted / prosecuted).
 - d) He is a man of (principle / principal).
 - e) Justice should be (tempered / tampered) with mercy.
 - f) The condition of homeless people becomes (pitiful / pitiable) in winter.
 - g) He led a (sensuous / sensual) life.
 - h) She vowed to (avenge / revenge) herself for the death of her cousin.
 - i) I have (assured / ensured) him of a job in our company.
 - j) Aren't you tired of this (continuous / continual) rain outside ?



5 × 1 = 5

3. Correct the misspelt words and write any *five* of the following :

- a) accessable
- b) knowledgable
- c) accomodate
- d) value able
- e) agreable
- f) farewel
- g) reciept
- h) reffering
- i) procede
- j) dissapoint.

4. The Director of your College has got a grant of Rs. 50 lakhs from the All India Council for Technical Education (AICTE) for development of the Central Computer Station in your College. You are the Secretary of the Students' Council. The Director has, therefore, asked you to investigate the facilities available and in consultation with the respective teachers and students of your College make recommendations for improvement. Write the report.

15

OR

Your company "Computer Wizard" has already made a name in India for software manufacturing. The opening of a new branch for extending its activities has become imperative. A new site has been searched out. You, as an Assistant Director, Sales Promotion, have been given the responsibility of making a decision regarding the purchase. Make a survey of the site. Consider the cost for the plot and other relevant factors such as location, roads and transports, availability of skilled / non-skilled workers power. You must submit your report along with suggestions, if any, to the Managing Director within the next week. Write the report.

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5. Read the following passage and answer the questions below :

5 × 3 = 15

Automotive engineers are using VR to check and approve new designs without having to create clay models; they are crash testing cars without building costly prototypes; and they are creating 'factories in a box' — assembly line simulation that can identify bottlenecks and quality control problems.

But VR applications extend beyond the world of the virtual automobile. The technology is also helping medical students improve their surgical skills. Architects can 'walk through' their designs. Indeed, the applications are almost endless.

But it takes time, effort and training to bring VR to its full potential. So EDS, which operates a VR 'showroom' in Detroit, has opened North America's first VR university. The Virtual Reality Institute in Troy, Michigan, is a joint effort with Prosolvica Research and Technology. Swedish-based Prosolvica is a world leader in VR software, training and technology. And it operates six other VR institutes in Europe.

One of the first projects under development at the Troy centre is a driving simulator to help medical experts assess and understand the neurological damage a person suffers as the result of a stroke. Another student will develop a virtual home, which can be used as a permanent extension to a Houston annual trade fair — the Builder's show. "We are building a house into which companies can install their floors and appliances", Johanson says.

Each VR institute emphasizes one or two core industries. Not surprisingly, the Michigan centre focuses on cars and manufacturing. And VR-related technology is finding a willing audience among the carmakers.

- a) What is the application of VR in automotive engineering ?
- b) What are the fields other than the automobile where VR may be explored to its full potential ?
- c) How may VR help the medical experts ?
- d) Who has the VR Institute in Troy a joint collaboration with ?
- e) How will VR help exhibit companies in the Builder's show ?



6. The Managing Director of Birla Information Technology Ltd, Mumbai is concerned about the effects of the prolonged use of computers on software professionals of the company. You, as the Personnel Manager, have been asked to study the impact on their mental and physical health and suggest measures to minimize the problem. Format a report on the basis of the above. 10

OR

Within a month from the date of buying a colour television from a reputed shop in Kolkata, you noticed some faults in its picture and sound. You inform this to the shop-owner repeatedly. Unfortunately he, in turn, did not take any initiative to attend to the problems. Being frustrated you write a letter of complaint to the Legal Officer, Consumers' Forum, 3 Shakespeare Sarani, Kolkata 700075. Write the letter.

7. Write an essay on any *one* of the following topics : 10
- a) India you imagine in 2020
 - b) Use of plants to man
 - c) Man is still helpless before the savages of nature
 - d) Consumerism and its effects on society.
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