

Department of Humanities and Social Sciences
University Institute of Engineering and Technology, CSJM University, Kanpur
Communicative English (HSS-S101) - ~~CECE~~ ECE

Semester: 2022-23 (Odd Semester)

Year: 1st Year

End Semester Examination, Feb 2023

Time: 3 hours

Maximum Marks: 50

Note: All questions are compulsory.

Section A

Note: 10 questions of 1 mark each

(10 x1= 10 marks)

Q1. Attempt all the questions:

- a. Rewrite the correct sentence: The salesman tried to sell a car to a customer that was broken down.
- b. Rewrite the correct sentence: Let us adopt the cat from the animal shelter with black spots.
- c. Write an antonym for the bold word: Ram thinks elephants who live in freedom have a sad look in their eyes.
- d. Write an antonym for the bold word: The teacher filled her students' minds with gloomy thoughts about their futures.
- e. Choose the correct word: Do you agree with the underlying _____ (principle, principal)?
- f. Choose the correct word: Eating healthier foods will _____ (lessen, lesson) the risk of heart disease.
- g. Choose the correct word: My father had the _____ (patients, patience) of a saint.
- h. Add the prefix to the word to complete the sentence: I slipped on the ice because I did not heed the _____ cautions about watching my step.
- i. Add the prefix to the word to complete the sentence: My mother said those _____ aging creams do not work.
- j. Add the prefix to the word to complete the sentence: He was accused of having _____ legal rights to the property.

Section B

Note: 5 questions of 4 marks each

(5x4= 20 marks)

Q2.

- a. Explain the process of communication.
- b. What are the differences between general and technical communication?
- c. What is the use of the AIDA strategy in sales letters?
- d. What are the salient features of business reports?
- e. What are the periodic reports? Discuss the types of periodic reports.

Section C

Note: 2 questions of 10 marks each

(2x (5+5) = 20 marks)

Q3.

- a. Discuss the role of audio-visual aids in oral presentations.
- b. Discuss the role of paralinguistic features in oral presentations.

Q4.

- a. Write a short note on the horizontal flow of communication in an organization.
- b. Write a letter to the Sales Head of Amazon India, complaining about the defective mobile phone that you received. Invent the necessary details.

**Department of Engineering
University Institute of Engineering and Technology
CSJM University, Kanpur
Communicative English HSS-S101- CSE**

Semester:2022- 2023(Odd Semester)

Year: 1st Year (2K22)

Second Mid-Semester Examination

Time: 1.5 hrs

Maximum Marks: 30

Note: All questions are compulsory.

Section A

(9x1mark =9)

Q1. Attempt all questions:

- a. Revise the sentence: You have not submitted the report.
- b. Revise the sentence: I beg you respectfully to grant me one day's leave.
- c. Revise the sentence: I will offer you a huge discount on the purchase of many computers.
- d. State true or false: The subject line should be written in all capital letters.
- e. State true or false: Voice modulation makes the speech monotonous.
- f. State true or false: Speaker maintains academic integrity by not citing the source of information.
- g. In the AIDA approach I stands for _____ and D stands for _____.
- h. While making a complaint, the writer should avoid using _____ and _____ words.
- i. Sales Letters should be written in _____ tone.

Section B

(3x3marks=9 marks)

Q2.

- I. Discuss the significance of writing business letters.
- II. What points should be considered in the planning stage of oral presentations?
- III. Write a short note on body language for oral presentations.

Section C (2x6 marks each=12 marks)

Q3. Write a letter to academic institutions promoting the sales of HP computers. Invent the necessary details.

Q4. Write a letter to the Sales Head of Lenovo, complaining about the defective laptop purchased from an authorized store. Invent the necessary details.

**Department of Engineering
University Institute of Engineering and Technology
CSJM University, Kanpur
Communicative English HSS-S101- ECE**
Semester:2022-2023(Odd Semester) Year: 1st Year (2K22)
First Mid-Semester Examination

Time: 1.5 hrs

Maximum Marks: 30

Note: All questions are compulsory

Section A

(9x1mark =9)

Q1. Attempt all questions:

- a. **Choose the correct word:** It is difficult to _____ an honest reply from a crafty man.
(elicit/illicit)
- b. **Choose the correct word:** Let's work hard to broaden the child's _____ faculty.
(imaginative/imaginary)
- c. **Choose the correct word:** The _____ scholar died of cancer.
(imminent/ eminent)
- d. **Choose the correct word:** We don't see it as a _____ deal. (fair/fare)
- e. **Choose the correct word:** If you don't keep quiet, people will start calling you _____.
(garrulous/taciturn)
- f. **Choose the phrasal verb:** I just don't trust a word you say; everything looks so _____.
(made off/made up)
- g. **Choose the phrasal verb:** Let's not waste any time now and _____ business straightaway. (get down to/ get off)
- h. **Unjumble the sentence:** scribbled/ hastily/ She/ something/ and/ walked out/ in her notebook.
- i. **Unjumble the sentence:** Bertrand Russell/ a/ is/ to/ known/ pacifist/ be.

Section B

(3x3marks=9 marks)

Q2.

- I. How extrapersonal level of communication differs from the interpersonal level of communication?
- II. How general communication differs from technical communication? Explain with examples.
- III. What is the grapevine and its use in an organisation?

Section C (2x6 marks each=12 marks)

Q3. Discuss organisational barriers to technical communication in a professional domain.

Q4. Write a short note on the upward flow of communication in an organisation.