

Level: Bachelor Semester: Fall Year : 2017
 Programme: BE Full Marks: 100
 Course: Communication Technique Pass Marks: 45
 Time : 3hrs.

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

The figures in the margin indicate full marks.

Attempt all the questions.

1. a) Read the following passage and answer the questions given below it:

FORMAL DRESS CODE FOR COMPANY EMPLOYEES

At Transit European, the company's objective in establishing a formal dress code is to enable our employees to project the professional image that is in keeping with the needs of our clients and customers who seek our guidance, input, and professional services. Because our industry requires the appearance of trusted business professionals and we serve clients at our site on a daily basis, a more formal dress code is necessary for our employees.

Formal Dress Code Guidelines

In a formal business environment, the standard of dressing for men and women is a suit. Alternatively a jacket may be worn with appropriate accessories. Torn, dirty, or frayed clothing is unacceptable. Clothing should be pressed and never wrinkled. No dress code can cover all contingencies so employees must exert a certain amount of judgement in their choice of clothing to wear to look. If you experience uncertainty, please ask your supervisor for advice.

Shoes and Footwear

Conservative walking shoes, dress shoes, loafers, boots, flats, dress heels, and backless shoes are acceptable for work. Not wearing stocking or socks is inappropriate. Tennis shoes and any shoe with an open toe are not acceptable in the office.

Accessories and Jewellery

The wearing of ties, scarves, belts, and jewellery is encouraged, provided they are tasteful. Items which are flashy should be avoided.

Makeup, Perfume, and Cologne

A professional appearance is encouraged and excessive makeup is unprofessional. Remember that some employees may have allergic reactions to the chemicals in perfumes and makeup, so wear these substances in moderation.

Hats and Head Covering

Hats are not appropriate in the office. Head covers that are required for reasons of faith or to honour cultural tradition are permitted.

Dress Down Days

Certain days can be declared dress down days, generally Fridays. On these days, business casual clothing is allowed. Clothing that has our company logo is strongly encouraged. Sports team, university, and fashion brand names on clothing are generally acceptable. However, you may wish to keep a jacket in your office in case a client unexpectedly appears.

Violation of Dress Code

If clothing fails to meet these standard, as determined by the employee's supervisor, the employee will be asked not to wear the inappropriate item to work again. If the problem persists, the employee will receive a verbal warning and may be sent home to change clothes.

Now choose No More Than Two Words from the text for each answer:

Notes on Company Dress Code

- i. **Aim of formal dress code:** to present a to clients
- ii. **State of clothes:** they must be and in good condition
- iii. **Accessories:** ties, scarves, belts and jewellery may be worn - these must be and not brightly coloured
- iv. **Make up:** avoid wearing too much make up and perfume - these sometimes cause
- v. **Hats:** hats should not be worn - head covers in line with religious reasons or are allowed
- vi. **Dressing down:** casual clothing is allowed on some Fridays - clothing with the on it is recommended
- vii. **Breaking the dress code:** if advice is repeatedly ignored, a is given

b) Read the following text again and do the activities that follow: 8

JLP RETAILS: STAFF BENEFITS

Whatever your role, your pay range will be extremely competitive and reviewed in the light of your progress. In addition to your salary, you will enjoy an array of excellent benefits from the moment you join the company.

Paid holiday

The holiday entitlement is four weeks per year, rising to five weeks after three years (or in the case of IT graduate trainees, after promotion to programmer or trainee analyst). There are further long-service increases for most staff after ten or fifteen years. Manager, including graduate trainees, receive five weeks' holiday from the outset.

Pension scheme

We offer a non-contributory final salary pension scheme, payable from the age of 60, to most staff who have completed the qualifying period of five years.

Life assurance

Our life assurance scheme pays a sum equivalent to three times your annual salary to your nominated beneficiary.

Discounts

After three months' service, all staff are entitled to a 12% discount on most purchases from the company's stores. This rises to 25% after one year's service.

Subsidised dining room

In most sites, we provide a dining room where you can enjoy excellent food at very reasonable prices.

Holiday and Leisure facilities

The business owns a number of residential clubs which offer subsidised holiday accommodation for staff with at least three years' service.

Sports clubs

We support an extensive range of sports activities including football, netball, golf, skiing, sailing, squash, riding and gliding.

Ticket subsidies

Ticket subsidies of 50% of the cost of plays or concerts are available. Staff may also take advantage of corporate membership to bodies such as the Science Museum.

Education Subsidies

We give generous financial support to staff who wish to acquire leisure skills or continue their education, e.g. through the Open University or evening classes.

Extended leave

Staff who complete 25 years' service can enjoy paid sabbatical leave of up to six months.

Health services

We have an occupational health service staffed by full-time doctors and health advisers.

Financial help, benefits and discounted deals

In cases of particular hardship, we will help staff with a loan. We have also negotiated a range of benefits for staff such as discounted private healthcare and a car purchase scheme, along with a number of one-off deals with hotels and amusement parks.

Now, complete the sentences below:

Choose No More Than Two Words And/Or A Number from the text for each answer.

- i. Pay increases depend on the that each member of staff makes.
 - ii. Employees must work a minimum of to be eligible for a pension.
 - iii. Staff may take a holiday at one of the provided by the company.
 - iv. The company pay half the seat price for and plays.
 - v. The company gives financial assistance for both educational courses andas part of staff development.
 - vi. Employees may be entitled to a if they find themselves in difficult circumstances.
 - vii. It has also been bargained a variety of benefits for such as medical attention, car purchase etc.
 - viii. Irrespective of any role, the payment will be highly and reviewed depending on performance progress.
2. Answer **any three** of the following questions:
- a) How is beauty devalued in the modern days?
Discuss it with reference to the text by Susan Sontag. (*Beauty*)

- b) Free! Body and Soul free! Explain with reference to the text. (*The Story of an Hour*)
- c) What is the central theme of the poem "*A Letter from the Foreign Grave*"?
- d) "Pursuit of knowledge may become harmful unless it is combined with wisdom". Argue. (*Knowledge & Wisdom*)

3. a) You are the Principal of a college. It was reported to you that 24 computers were brought last week from ABC Computer Pvt. Ltd. New Delhi, to be used in Computer Laboratory. After receiving the consignment, 4 computers were found in corroded condition. Write a letter of complaint to the supplier asking refund or replacement. Invent all necessary details. 8
- b) Imagine that you are the CEO of the bank, write a memo to all the staff to be present in Dasarath stadium to observe the Inter-Banking Football Tournament as spectators and give the moral support to the players of the very bank. 7

4. a) Read the following paragraphs and write a Précis: 8
- Man has made tremendous technological advancements. From humble beginnings last century with the Industrial Revolution we have come to the stage where we have invented and built so many gadgets that our very existence is threatened by them, like the atomic bomb. We cannot deny that technology has improved the quality of our lives beyond measure. A journey to anywhere on the globe now takes merely a few hours by airplane, whereas it may have taken many years to do so on foot. We communicate with one another with increased ease and efficiency. All it takes is the pressing on a few buttons and we are able to talk to anyone almost anywhere in the world. A tap of the television switch gives us news, sports and entertainment in glorious color. Modern methods of cooking do not leave dirty messes behind. For the even more lazy ones, fast-foods are always available, some twenty four hours a day.
- Modern computers have penetrated into all aspects of business, governments and even at home. City traffic is controlled by computers. Airline booking and air-traffic are also computer-controlled. So it is with many other things where computers are virtually indispensable. Computer breakdown means also the breakdown of whatever system it controls. The computer has become almost all-powerful. Such is our dependence on it.

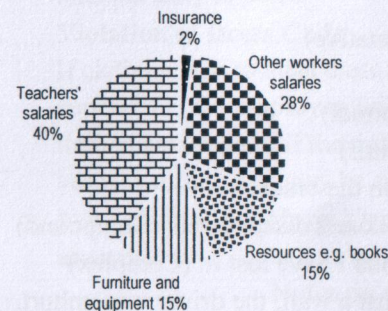
In war, our technological expertise has given us super-efficient weapons. Instead of swords and spears, we now have machine-guns, heat-seeking missiles, cruise missiles, jet-fighters and other tools of murder and mayhem. Our ability to kill and destroy is frightening. We have become so powerful that the possibility of killing ourselves completely is very real indeed.

On one hand technology has made life easier to us. On the other, technology as created weapons of mass destruction that can destroy the whole human population. We have the means to keep making living better or eliminate it completely. The choice is up to us.

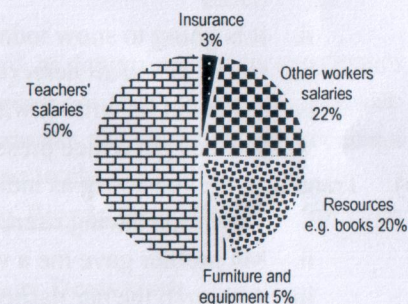
- b) The three pie charts below show the changes in annual spending by a particular UK school in 1981, 1991 and 2001. 7
- Summarise the information by selecting and reporting the main features, and make comparisons where relevant.

Write at least 150 words.

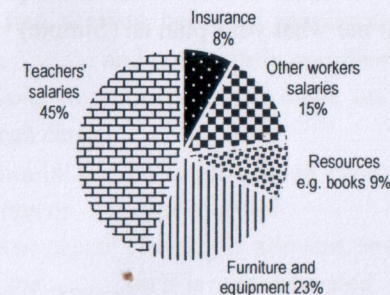
Total School Spending 1981



Total School Spending 1991



Total School Spending 2001



5. a) As an engineer of a technical section, prepare a proposal to be submitted to the College Management Committee for the construction 8

of an Auditorium required for your college premises. **(Include sub-headings like: Introduction, Problems, Objectives, Methodology, Budget and Output)**

- b) Suppose you have visited the earthquake victims of Barpak Gorkha, the people of that locality have not got subsidies ensured by the government and there are more processes to get that fund. Now write a persuasive letter to Chief District Officer of Gorkha District to grant all the facilities without any delay creating empathetic feeling. 7
6. a) Prepare a neat sketch of your CV/Resume for the post of Computer Engineer. 8
- b) Make a descriptive writing on **any one** of the followings: 7
- i. Motorbike ii. Cell Phone iii. Microscope
7. a) Transform the following according to the variety labels given in the bracket: 5
- i. The captain suggested that Sunil be dropped from the team. (BrE)
- ii. It is going to snow today. (Tentative)
- iii. Come in and sit here. (Polite)
- iv. What did he write it with? (Formal)
- v. She has got a nice present. (AmE)
- b) Transform the following as indicated in the bracket: 5
- i. The moon having risen, the darkness disappeared. (Compound)
- ii. My mother gave me a watch and I have lost it. (Complex)
- iii. Although the car dashed against a wall, the driver was unhurt. (Compound)
- iv. You need not disbelieve his word. (Complex)
- v. Tell me what your plan is. (Simple)