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Name:	
Roll No.:	The photograph of the State of
Invigilator's Signature :	
CS/BTTM/S 2012	SEM-1/TTM-104/2012-13
COMMUNICATIV	E ENGLISH
Time Allotted: 3 Hours	Full Marks: 70
The figures in the margin	indicate full marks.
Candidates are required to give their as pr	

(Multiple Choice Type Questions) Choose the correct alternatives for the following : $10 \times 1 = 10$

GROUP - A

- i) The word 'memorandum' is derived from
 - a) memore
- b) memo

c) memar

1.

- d) memoran.
- The synonym of accurate is ii)
 - correct a)
- b) take

c) obtain

frank. d)

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- iii) Semantics is the study of
 - a) how words convey meaning
 - b) non-verbal communication
 - c) barriers to communication
 - d) all of these.
- iv) The word communication is derived from
 - a) comus

b) communis

c) cumus

- d) communes.
- v) Block format is related to
 - a) letter writing
- b) report writing
- c) none of these
- d) proposal.

- vi) Antic means
 - a) absurd
- b) summit

c) apex

- d) all of these.
- vii) A collection of poems, stories, essays is known as
 - a) poetology
- b) anthology
- c) anthropology
- d) anatomy.
- viii) The antonym of giant is
 - a) colossal
- b) average

c) dwarf

d) mighty.

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- ix) Body language is a part of
 - a) verbal communication
 - b) non-verbal communication
 - c) oral communication
 - d) written communication.
- x) The closing of telephonic message should be
 - a) abrupt

b) short

c) cordial

d) none of these.

GROUP - B (Short Answer Type Questions)

Answer any three of the following.

 $3 \times 5 = 15$

- 2. What do you mean by sales letter? What are its purposes?
- 3. What do you mean by circular? What are the purposes of a circular?
- 4. What is quotation? What are the points to be noted in time of writing a quotation?
- 5. What is AIDA strategy in sales letter?
- 6. Write a notice for the student on behalf of the cultural secretary of the college for the function of Republic Day.

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(Long Answer Type Questions).

Answer any three of the following.



- 7. Write an application to the H.R. Manager of P.C. Tour and Travels org. for the post of management trainee with full biodata.
- 8. Write down in short the guidelines facing the interview. How many types of interview are there? 10 + 5
- 9. What do you understand by the term 'Report'? Explain briefly the points which are considered while writing a report.
- 10. As the secretary of the student hostel prepare a report in letter format about the sanitary and canteen system for the director of your college.

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