



Name :

Roll No. :

Invigilator's Signature :

CS/BTTM/SEM-1/TTM-104/2012-13
2012
COMMUNICATIVE ENGLISH

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) The word 'memorandum' is derived from

- | | |
|-----------|-------------|
| a) memore | b) memo |
| c) memar | d) memoran. |

ii) The synonym of accurate is

- | | |
|------------|-----------|
| a) correct | b) take |
| c) obtain | d) frank. |



- 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.



GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.

$3 \times 15 = 45$

7. Write an application to the H.R. Manager of P.C. Tour and Travels org. for the post of management trainee with full bio-data.
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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