

CS/BCA/Even/2nd Sem/HU-201/2014

**2014**

**English Language and Communication**

**Time Allotted : 3 Hours**

**Full Marks : 70**

*The figure 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 alternative for the following:- (10X1)=10
- i) Kinesics is the study of
    - a) eye contact
    - b) space
    - c) time
    - d) facial expression
  - ii) AIDA strategy is mainly used in
    - a) credit letter
    - b) sales letter
    - c) job application
    - d) inquiry letter
  - iii) A software user manual doesn't have in it
    - a) Precautions
    - b) Warranties
    - c) Contact details
    - d) Name of the launcher
  - iv) Inability to feel other's state of mind is an example of
    - a) semantic barrier
    - b) lack of empathy
    - c) emotional barrier,
    - d) negative tendencies
  - v) The response received to a message is called
    - a) Encoding
    - b) channel
    - c) feedback
    - d) action
  - vi) Receiver is also the
    - a) Decoder
    - b) transmitter
    - c) encoder
    - d) channel
  - vii) Body language in communication is
    - a) Structured
    - b) faked
    - c) involuntary
    - d) voluntary

2060

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[ Turn over ]

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- viii) Which one should be used while writing a précis?  
a) redundancy      b) wordiness  
c) passive voice      d) conciseness
- ix) The word *Extravagant* is the opposite of  
a) expensive      b) unlimited      c) thrifty      d) proud
- x) The antonym of the word *Affluent* is  
a) Prosperous      b) poor      c) talkative      d) close

### Group B

(Short answer type questions)

Answer any three of the following      3x5=15

2. Define communication. State its different forms
3. Define grapevine communication. Explain its limitations.
4. Assume yourself as the HR Manager, TCS Kolkata Branch. Write an advertisement for the "Post Vacant" column of a local news paper describing the person you want to operate as the Back Office executive. Mention the last date of submission of the application to the concerned address.
5. Write briefly about the advantages and the disadvantages of E Mail as a media of organizational communication.
6. What do you understand by Media of communication? Which media are generally used for communication in organization?

### Group C

(Long answer type Questions)

Answer any three of the following      15x3=45

Read the following passage and answer the following questions.

7. Many conflicts of this world are believed to be the result of misunderstandings. But where better to begin the process of understanding than in the well springs of communication —

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**of language, of speech? Unless we understand what another is saying, how can we approach even the fringes of consensus? Even where people speak the same language, grave difficulties of semantics still often arise. How much more then in the case of people ruled by fears and suspicions of other people who speak an alien tongue?**

**Each language has grown out of the deep cultural aspirations of a people. By understanding the language we begin to understand how they think, and more significantly how they feel. Out of such understanding will come a greater measure of mutual respect, and out of this respect greater love, and out of such love, and such love alone, will come a lasting peace.**

**There are many occasions in the modern world which provides opportunities for fostering greater contact with foreigners, in the past, when travel was extremely hazardous and nearly impossible, people hardly ever heard another language spoken. In this age of jet transport and highly organized tourism, it is impossible not to hear several languages regularly. Movements of people in search of employment across the globe, for short and long terms, expose themselves and their families to quite diverse ethnic groups and cultures. They thus absorb quite naturally at least some of the basic elements of speech in those countries.**

**The United Nations and its myriad service organizations have done immeasurable good in bringing together nations of the world. There are also many "friendship societies" which enable people who wish to appreciate another culture to do so in a most congenial manner. Foreign missions of most countries, except perhaps the Chinese and some East European countries hold classes to teach their language to people of host countries.. International schools are also great nurseries of international friendship.**

**At the school where my wife teaches, the Overseas Children's School just outside Colombo, children of about 35 nations attend, and it is always a deeply moving sight to see them on United Nations Day, or on their big occasions, carrying the**

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flags of their nations. It represents an El Dorado in microcosm, a brave vision of peace in the future.

My wife recalls that when the US-Libyan confrontation was at its peak, she saw a Libyan diplomat's daughter walk hand in hand with an American child. They had a language in common, indeed. Unless we become as little children in the matter of learning one another's language, as children do, we will not enter the kingdom of a heaven of harmony on earth.

- i) From paragraph 1 and 2,
    - (a) what do misunderstandings lead to?
    - (b) What does the word "significantly" mean? 2+1
  - ii) From paragraph 2, give two examples of what the understanding of each other's language will promote. 3
  - iii) (a) Why in the past was travel extremely hazardous and nearly impossible? 3
  - (b) What has led to more people being exposed to diverse ethnic cultures?
  - iv) From paragraph 4, (a) what are "friendship societies"?  
(b) How do they carry out their objective? 1+2
  - v) From paragraph 5 and 6,
    - (a) What is meant by "El Dorado in microcosm"?
    - (b) How can harmony on earth be achieved?
8. Write a letter to the Branch Manager of HDFC bank stating that you want to close your savings a/c no 2134, with them as you are not satisfied with their service.
9. Write an application in response to the following advertisement in The Times of India. Enclose an appropriate CV.  
"Wanted fresh Graduates for Cascade Software. Applicants should be willing to travel to all parts of India. Preference will be given to candidates with good communication skills."
10. As the Purchase Officer of Salt Lake Utilities you had ordered 20 Pentium 4 computers from Micro Sun System. When the consignment arrived it was found that 7 of the computers are damaged. Write a letter requesting proper replacements.

    x-x-x