

CS/BCA/Even/Sem-2nd/HU-201/2015



## WEST BENGAL UNIVERSITY OF TECHNOLOGY

HU-201

### ENGLISH LANGUAGE AND COMMUNICATION

Time Allotted: 3 Hours

Full Marks: 70

*The questions are of equal value.  
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. Answer *all* questions. 10×1 = 10
- (i) Informal communication is also called \_\_\_\_\_
- (A) downward communication      (B) diagonal communication  
(C) grapevine      (D) lateral communication
- (ii) Which of the following is not an example of internal communication?
- (A) placing order with suppliers  
(B) writing reports concerning sales  
(C) giving orders and instructions to employees  
(D) writing a proposal to the head of the organization
- (iii) Biased listening is the result of
- (A) arguments      (B) discussions  
(C) semantic problems      (D) prejudices

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- (iv) Brainstorming is  
(A) a disease of the brain  
(B) blowing of strong winds  
(C) a session for the exchange of ideas  
(D) blowing of strong words
- (v) Facial expression and bodily gestures are characteristics of  
(A) Kinesics (B) time language (C) Proxemics (D) paralanguage
- (vi) Semantics is a study of  
(A) how words convey meanings (B) nonverbal communication  
(C) all of these (D) none of these
- (vii) Any letter written in business, asking for information about goods, viz. their quality size etc. can be termed as—  
(A) enquiry letter (B) order letter  
(C) refusal letter (D) quotation letter
- (viii) The word 'untoward' means  
(A) unpleasant (B) quarrelsome (C) tiresome (D) easy
- (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* questions.

3×5 = 15

2. E-mails are very fast means of communication, but have some drawbacks. Discuss.
3. Draft a sales letter introducing a new model of Nano car with all the special features that the new model has.
4. Write a memo to an employee giving him a warning for his misbehavior in the office premises.
5. Write short note on Grapevine Communication.

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6. Imagine that you are the Secretary of the cultural association of your college. Your college is planning to organize a fest. Write a notice to be displayed asking the members to convene for a meeting.

**GROUP C**

**(Long Answer Type Questions)**

Answer any *three* questions.

3×15 = 45

7. Read the passage and answer the following questions

Live and let live is the rule of common justice because our world belongs to the living and not to the dead. If we do not learn to believe in this continuous adjustment of interests for the sake of our friends and fellowmen our stay in this vast society becomes valueless. Same we say when we look upon to the wild life of the world around us.

Wildlife is used in English language to refer to the animals and other living things that live in natural surroundings such as forests mountains or grasslands and are not kept by people as pets or farm animals. Wild plants and trees that grow with the grace of God and wild flower that blossoms with the blessings of nature. These are the gifts of god which have made our life charming.

In the beginning the mother earth gave birth to all kinds of herbage plants and trees over the hills and over all plains. The flowery medans started glittering with bright green shade. Ever flowing rivers and streams get shelter into the lovely seas under the sky. Feathers and hairs were born on the limbs of four footed beasts and the new earth then gave birth to men and women who started living together. The wild life was on and the earth like a kind and smiling mother opened the box of creation before them.

Many days have dawned since the birth of this wild surroundings and mankind in general established their uncontested supremacy over all other animals. They discovered weapons and started hunting the animals to eat their flesh and use their furs covered skin for their own clothing. With the progress of civilization they turned to be mare cruel to the wild life. With bows and arrows, sharp knives and large axes they enjoyed killing the animals on land and water. Born-free wild animals were such agreeable friends that they asked no questions and passed no criticisms and forests thus turned into our lost friends. It is wonderful that five thousand years have now elapsed since the creation of the world and still it remained

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undecided whether or not we are able to accept the freedom of the wild life to create a situation of mutual love for which the nature planted all in this world. We must consider that we have born for the whole.

The least pain in our little finger gives us more concern than the destruction of millions of our fellow things. When a man wants to murder a tiger he calls it sport; when a tiger wants to murder him he calls it ferocity. Wild animals never kill for sport. Man is the only one to whom the torture and death of its fellow creatures is amusing in itself.

In the zoo and in the circus when I see these born-free animals behind the iron bars in the cages I feel myself guilty as one member of this community who have prisoned them for pleasure and wish to set them free where I could live the life of Tarzan with them.

- (i) What is wild life?
- (ii) How wild life came into being and become our friends?
- (iii) How has been human attitude towards the wild life?
- (iv) With the progress of civilization how men turned more cruel to the wild life and why?
- (v) What is your feeling for the born-free animals when you see them in the zoo or in the cages?

8. Write a letter for applying for the post of management trainee in response to the following advertisement in The Times Of India.

Zeomega, is a leading provider of software for integrated care management. Our solution does more than help care managers track individuals and their treatments.

Education : Bsc(CS), BCA, BE, B.Tech, M.Sc, M.Tech, MCA, MBA or ME.

Do you like challenges and being on the forefront of innovation or being around really smart people. If yes we invite you to explore an exciting career with us.

Responsible for design, development, coding, testing, debugging and documentation of applications to satisfy the requirements of one or more user areas.

9. Draft a feasibility report on setting up an SBI Bank branch in a small town.
10. What is letter of enquiry? Make an enquiry with a manufacturer of steel furniture for purchase of furniture for a college office.