# CS/BCA/EVEN/SEM-2/HU-201/2016-17



# MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

Paper Code: HU-201

### **ENGLISH LANGUAGE AND COMMUNICATION**

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) Which can be regarded as the end of communication system?
  - a) Receiver
  - b) Decoding
  - c) Channel transmission
  - d) Feedback.
- ii) The informal flow of communication is called
  - a) Grapevine communication
  - b) Formal communication
  - c) Informal communication
  - d) Verbal communication.

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Turn over

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| iii  | Biased listening is result of  |
|------|--|
|      | a) Prejudices  |
|      | b) Arguments   |
|      | c) Semantic problems   |
|      | d) Discussions.  |
| iv)  | Effective communication is incomplete without  |
|      | a) Writing b) Feedback   |
|      | c) Audience analysis d) Questionnaire.   |
| v)   | Which of the following is the final phase of communication cycle?  |
|      | a) Decoding b) Transmission  |
|      | c) Feedback d) Encoding.   |
| vi)  | Wrong choice of words is a kind of   |
| i    | a) Psychological barrier   |
|      | b) Physical barrier  |
| a    | c) Semantic barrier  |
| •    | d) All of these.   |
| vii) | Communication between the manager of sales   |
|      | department and manager of purchase department  |
| -    | is   |
|      | a) Horizontal communication  |
|      | b) Diagonal communication  |
|      | c) Vertical communication  |
|      | i) Pentagonal communication.   |
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- viii) Everybody ...... provided with a pen presented in the meeting.
  - a) were

b) be

c) are

- d) is.
- ix) The antonym of the word 'tenant' is
  - a) steward

- b) landlord
- c) care-taker
- d) master.
- x) The word 'bite' and 'byte' are examples of
  - a) homonyms
- b) homophones

c) kinesics

d) acronyms.

#### **GROUP - B**

## (Short Answer Type Questions)

Answer any three of the following.

 $3 \times 5 = 15$ 

- 2. You are about to open a Coffee Shop in the auspicious occasion of Diwali. Write an Order Letter to the Local Furniture store, mentioning your requirement.
- 3. You are the manager of a garments factory. Write out an advertisement for the 'Situation Vacant' column of the local newspaper describing the person you want to operate as supervisor.
- 4. Assuming that you are the chief coordinator of the Annual Fest of your institute, write a notice asking all the students to attend a meeting in the college campus on a specific date. Make sure that attendance is compulsory.

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- 5. Write down the difference between formal and informal communication.
- 6. What do you mean by a circular? What are the purposes of a circular?

## **GROUP - C**

# (Long Answer Type Questions)

Answer any three of the following.  $3 \times 15 = 45$ 

- 7. Assume yourself to be a team leader of a software company. Write an appraisal report on the performance of your team in the last quarter, which has to be submitted to the departmental head.
- Apex Software Limited, 93, M. M. Road, Kolkata 700099, wishes to run a four-week training programme for junior executives of its firm located in Eastern India.

  As senior Project Manager, you have been asked to prepare a technical proposal for submission to the Managing Director. Write it in the form of a letter.
- 9. The SYMBIOSIS POLYTECHNIC at 46, N.S.C.Bose Road, Kolkata 4 requires a Programme Designer for the institute. Write to the Director, applying for the post. Give your detailed resume.
- 10 Discuss the network models of communication with diagram and suitable examples.

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