

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 × 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.

- 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
- a) Psychological barrier
 - b) Physical barrier
 - 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
 - d) Pentagonal communication.

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.
8. 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.