



**MAULANA ABUL KALAM AZAD UNIVERSITY OF
TECHNOLOGY, WEST BENGAL**

Paper Code: BCA 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 followings :

1×10=10

- (i) Gossips rumours are parts of _____ communication.
- | | |
|---------------|----------------|
| (a) upward | (b) horizontal |
| (c) grapevine | (d) crisscross |
- (ii) The tone of a notice is
- | | |
|-----------------|--------------|
| (a) informative | (b) ordering |
| (c) requesting | (d) pleading |
- (iii) Aristotle's model is a classic example of
- | | |
|----------------|---------------|
| (a) one way | (b) two way |
| (c) triangular | (d) grapevine |
- (iv) Communication is
- | | |
|-----------------------------------|------------------|
| (a) sharing of information, ideas | (b) chatting |
| (c) talking | (d) all of these |
- (v) Encoder is the other name for
- | | |
|--------------|-------------|
| (a) medium | (b) channel |
| (c) receiver | (d) sender |
- (vi) Appearance is a part of
- | | |
|-------------------|-------------------|
| (a) body language | (b) time language |
| (c) proxemics | (d) vocal tone |

- (vii) Individual barrier is also known as
- (a) Semantic barrier (b) Psycho-sociological barrier
(c) Organizational barrier (d) None of these
- (viii) Alarms are a type of
- (a) sign language (b) barriers
(c) advertisements (d) all of these
- (ix) Non-verbal part of communication comprises of
- (a) 93% (b) 7%
(c) 69% (d) 40%
- (x) Which of the following is an example of paralanguage?
- (a) Facial expression (b) Pitch of voice
(c) Visual signs (d) Design and layout of a building

Group - B

(Short Answer Type Questions)

Answer any three of the following.

3×5=15

2. What is a report? What are the different formats that are used to write reports?
3. Prepare a poster on the College Fest to be held in your college.
4. Assume that you are the Managing Director of your company. Write a memo to the Section all Heads announcing that the Company has decided to pay an incentive to all the employees at the rate of 15% from July 2018.
5. What are the main factors behind successful business communication?
6. What a short note on kinesics.

Group-C

(Long Answer Type Questions)

Answer any three of the following:

15×3=45

7. What are the different kinds of barriers to the communication process? Explain few steps of overcoming barriers during a communication process in an organization.
8. What is the difference between a complaint and an enquiry letter? The Samsung E12k56 model of microwave oven that you recently bought from an online shopping site is not performing as it was depicted. Food is taking a long time to heat up; also the start button is not functioning well. Write a complaint letter to the relevant authority citing the problems seeking immediate replacement or full refund.

9. Write a solicited application letter and CV against the following advertisement published in the Times of India, 18th September 2018.
Global Technologies Pvt. Ltd is looking for suitable candidates having relevant experience for the post of Assistant IT Officer for its office in Kolkata. Candidates willing apply should have good communication skill, proven leadership qualities other than having the experience of working in similar position. Apply within 10 days with updated CV to Box No. 22378, Kolkata-700006
10. A company is considering whether to extend its operation to your hometown. Collect relevant data and write a report on the population, industries, recreational facilities, educational facilities, communications, technological advantages, transport, climate, natural resources, manpower ,etc. to the Managing Director- Future Texture Ltd.