



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

**Paper Code : HUN-201(N)**

**ENGLISH LANGUAGE & 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 any *ten* of the following : 10 × 1 = 10

i) Which part of the business report provides background for the report ?

- a) Executive summary      b) Introduction  
c) Conclusion                d) None of these.

ii) The 4 S's of effective communication does not include

- a) structure                      b) shortness  
c) simplicity                      d) sincerity.

- iii) A sub-ordinate sending an e-mail to his supervisor is an example of
- downward communication
  - vertical communication
  - horizontal communication
  - upward communication.
- iv) Which two adjectives best describe a memo ?
- Lengthy and in-depth
  - Detailed and formal
  - Short and concise
  - Verbose and succinct.
- v) The full form of SWOT is
- Severe Weakness Opportunity Threat
  - Serious Weakness Opportunity Threat
  - Strength Weakness Opportunity Threat
  - Strength Weakness Olfactory Threat.
- vi) Semantics is a study of
- how words convey meanings
  - non-verbal communication
  - all of these
  - none of these.
- vii) In his 'maiden speech' he was completely nervous. 'Maiden speech' means
- |                 |                |
|-----------------|----------------|
| a) first speech | b) chatter-box |
| c) talkative    | d) dumb.       |

- viii) The word 'untoward' means
- a) unpleasant                      b) quarrelsome  
c) tiresome                         d) easy.
- ix) Which one should be used while writing a précis ?
- a) Redundancy                      b) Wordiness  
c) Passive voice                    d) Conciseness.
- x) The antonym of the word 'Affluent' is
- a) prosperous                        b) poor  
c) talkative                         d) close.
- xi) Yesterday I met ..... European.
- a) a                                      b) an  
c) the                                    d) none of these.
- xii) A speech made without preparation is
- a) Debate                              b) Extempore.

**GROUP - B**

**( Short Answer Type Questions )**

Answer any *three* of the following. . 3 × 5 = 15

2. Share some tips for a successful group discussion session.
3. Write a short note on SWOT analysis. How does it determine the human quality index ?
4. What do you mean by 'encoding' ? How is it related to 'transmission' and 'decoding' ?
5. You are the HR Manager of IBM Kolkata. Write an advertisement for the 'Situation Vacant' column of a local newspaper describing the person you want to operate as a supervisor.

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6. As the Managing Director of a company, write a memo to the sectional heads announcing the appointment of a person from outside, through recruitment process, as Systems Administrator.

**GROUP - C**

**( Long Answer Type Questions )**

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

7. Write an application in response to the following advertisement in The Times of India. Enclose an appropriate C.V. <http://www.makaut.com>  
"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."
8. The General Manager of Elite Industries Ltd, Gurgaon, is worried about the wastage of stationery in almost all sections of the company. Draft a memo to be signed by him and sent to all Sectional Heads, asking them to identify the reasons behind such wastage and also advise the employees under their control to restrain from such wastage.
9. As a purchase manager of Satyam Computers, 9 Naidu Road, Hyderabad-500 007, you had ordered two dozen personal computers from Hindustan Computers Limited ( HCL ), 140 M.G. Road, Bangalore-500 001. When the consignment arrived, you found some of the pieces in damaged condition. Write a complaint letter to the Sales Manager of the company asking for repair, replacement or compensation.

10. What comprises an effective presentation ? What should we keep in mind for an effective presentation ?
11. Read the following passage and answer the following questions :

This is a style of management commonly referred to as MBWA. It is variously lengthened to 'Management by Wandering About' or 'Management by Walking Around'. MBWA usually involves the following : Managers consistently reserving time to walk through their departments and/or to be available for impromptu discussions; ( MBWA frequently goes together with an open-door management policy ); Individuals forming networks of acquaintances throughout their organizations; Lots of opportunities for chatting over coffee or lunch, or in the corridors, Managers getting away from their desks and starting to talk to individual employees. The idea is that they should learn about problems and concerns at first hand. At the same time they should teach employees new methods to manage particular problems. The communication goes both ways. One of the main benefits of MBWA was recognized by W.Edwards Deming, who once wrote. "If you wait for people to come to you, you'll only get small problems. You must go and find them. The big problems are where people don't realize they have one in the first place".

The difficulty with MBWA is that (certainly at first) employees suspect it is an excuse for managers to spy and interface unnecessarily. This suspicion usually falls away if the walkabouts occur regularly, and if everyone can see their benefits. MBWA has been found to be particularly helpful when an organization is under exceptional stress; for instance, after a significant corporate reorganization has been announced or when a takeover is about to take place. It is no good practising MBWA for the first time on such occasions, however. It has to have become a regular practice before the stress arises. By the turn of the century it did not seem extraordinary that managers should manage by walking about. The technologies of mobile communications made it so much easier for them to both walk about and stay in touch at the same time. But in the 1950s, many white-collar managers turned their offices into fortresses from which they rarely emerged. Edicts were sent out to the blue-collar work force whom they rarely met face to-face. The outside world filtered through a secretary who, traditionally, sat like a guard dog in front of their ( usually closed ) office doors. Even in the 1980s such practices were not uncommon, as demonstrated in the film *Nine to Five*. MBWA was popularized by becoming an important part of 'The HP Way', the open style of management

pioneered by Bill Hewlett and Dave Packard, the two founders of the eponymous computer company. Many of the practices of the HP Way became widely copied by corporations throughout the United States in the late 1980s and early 1990s. The idea received a further boost when Tom Peters and Robert Waterman wrote that top managers in their excellent companies believed in management by walking about. In his second book, *A Passion for Excellence*, Peters said that he saw managing by wandering about as the 'basis of leadership and excellence'. Peters called MBWA the technology of the obvious. As leaders and managers wander about, he said that at least three things should be going on : They should be listening to what people are saying; they should be using the opportunity to transmit the company's value face to face, and they should be prepared and able to give people on-the-spot help.

*Questions :*

- a) What hazards might be involved for employees in the management by walking around ? 2
- b) When should managers particularly avoid to practise MBWA and why ? 2
- c) How does management by walking about differ from the management in the past ? 2

- d) Identify the words in the passage which mean :
- without preparation or planning
  - an official order or statement given by someone in authority
  - people who do physical work in industry
  - to stop people that you do not want from a large number of people using a special system.
- 2
- e) What is the main benefit of MBWA ? 2
- f) In your own words, write a précis of the above passage. 5
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