



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/B.OPTM/SEM-1/BO-105/2011-12**

**2011**

**PROFESSIONAL COMMUNICATION IN ENGLISH**

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) Authority ..... when it is not supported by the moral purity of its user.
    - a) empowers
    - b) crumbles
    - c) prevails
    - d) waits.
  - ii) Speeding and blocking are traffic offences which lead to ..... accidents.
    - a) minor
    - b) urban
    - c) gruesome
    - d) winsome.
  - iii) ..... learning does not help the mental growth of a student.
    - a) Guided
    - b) Fat
    - c) Assisted
    - d) Rote.





**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.

3 × 5 = 15

2. Rewrite as directed :

5 × 1

a) The apples are so costly that you cannot buy them.

(Begin : *The apples are too ....*)

b) They constantly encouraged her which made her job easier.

(Begin : *Their....*)

c) His behaviour surprised us.

(Begin : *We ....*)

d) “ The price of onions has shot up again. “

(Change into indirect speech)

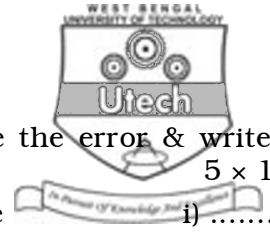
e) Shimla is cooler than Darjeeling. (Begin : *Darjeeling ....*)

3. Reduce this short passage to one-third of its length :

5

What convinces a reader about your claims on behalf of your product or services ? Is the name in itself a guarantee ? Are there testimonies from people whom the readers refer and trust, like great public figures ? What is the experience of users elsewhere ? How many numbers have been sold ? What about the reputation of the technology used ? Is there a warranty to back up the product or an assurance of after sales service ? Can you give a demonstration or a free trial offer ? Can give a money back guarantee ? What is the standing of other products from your company ? These are the questions to ask and answer in making your sales pitch.

(111 words)



4. There is one error in each line, underline the error & write the correct word in the blanks provided : 5 × 1  
Most of the time our youth boys & girls are i) .....  
stand in front of the mirror in order to ii) .....  
decorate himself in such a way to attract iii) .....  
every eye. In their desire to looking good iv) .....  
they go crazy about new fashion & dress themselves  
in last style v) .....
5. Make sentences with the following words :
- i) Look after
  - ii) Take off
  - iii) Call for
  - iv) Break into
  - v) Put on
6. Write a short note on the process of communication.

**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following. 3 × 15 = 45

7. What are the barriers of Effective Communication ?
8. Write an essay on any *one* of the following topics :
- a) Need of eye care
  - b) Environmental Awareness
  - c) 'Each one Teach one' can solve the problem of illiteracy.
9. Write a job application and your Curriculum Vitae in response to the following advertise on 30th of the last month in the Telegraph :
- An internationally reputed optical Company is looking for an optometrist with 1st class academic record. The candidate should have good communication skills and ability to work anywhere in India. Apply within ten days to Box No. 2230, The Telegraph, Kolkata – 700001.
10. Write a report to The Senior Optometrist about the dismal condition of the lab, the equipment and the facilities available in the eye care hospital you are working. Give a detailed report and suggest ways to improve.