



Name : .....  
Roll No. : .....  
Invigilator's Signature : .....

**CS/B.TTM/SEM-1/TTM-104/2011-12**

**2011**

**COMMUNICATIVE 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) Block format is related to
  - a) letter writing
  - b) report writing
  - c) memo writing
  - d) proposal.
- ii) The full form of CV is
  - a) curriculum vitae
  - b) career vitae
  - c) career vision
  - d) curriculum vision.
- iii) Two and two ..... four.
  - a) make
  - b) makes
  - c) made
  - d) making.



- iv) The word 'report' is derived from the Latin word
- |              |               |
|--------------|---------------|
| a) repotare  | b) reporting  |
| c) reportaie | d) reportare. |
- v) 'I had played football before Susan came.' This is an example of
- |                       |                          |
|-----------------------|--------------------------|
| a) Past Perfect tense | b) Past Continuous tense |
| c) Simple Past tense  | d) Simple Present tense. |
- vi) The antonym for 'Beginning' is
- |           |              |
|-----------|--------------|
| a) Finish | b) End       |
| c) Ending | d) Complete. |
- vii) 'Unable to write' can be explained in one word as
- |               |               |
|---------------|---------------|
| a) Literate   | b) Legible    |
| c) Illiterate | d) Illegible. |
- viii) The synonym for 'Believable' is
- |                 |               |
|-----------------|---------------|
| a) Unbelievable | b) Incredible |
| c) Plausible    | d) Possible.  |
- ix) The antonym for 'Knowledge' is
- |               |            |
|---------------|------------|
| a) Ignorance  | b) Foolish |
| c) Uneducated | d) Dull.   |
- x) The synonym of 'Loyal' is
- |             |          |
|-------------|----------|
| a) Immoral  | b) Eager |
| c) Faithful | d) Kind. |

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**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.  $3 \times 5 = 15$

2. Explain the different parts of a formal letter.
3. Write the difference between a notice and a circular.
4. Write briefly the importance of effective communication in business.
5. What is AIDA strategy in sales letter ?
6. Write a notice for the students from the cultural secretary of the college for the function of Republic Day.

**GROUP – C**

**( Long Answer Type Questions )**

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

7. You are Rajiv Verma of 65 Rammohan Sarani, Kolkata, who has seen an advertisement in one of the leading newspapers in the city regarding a job vacancy at STAR TOURS & TRAVELS LTD. Write a job application letter along with detailed C.V. for the position of Tour Manager in STAR TOURS & TRAVELS LTD., Kolkata, mentioning your suitability for the vacancy.

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8. Write an enquiry letter to the Training Manager, Ms. Savitha Kumar, Sarna Corporate Training Pvt. Ltd., Delhi, on behalf of NATIONAL TOURS & TRAVELS PVT LTD., New Delhi, seeking information regarding training courses of field staff.
9. What do you understand by the term 'Report' ? Explain briefly the points which are considered while writing a report.
10. Write a report on the theft of students' mopeds from the college motor stand.

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