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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

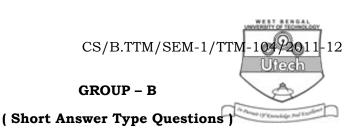
c) made

d) making.

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iv)	The word 'report' is derived from the Latin word				
	a)	repotare	b)	reporting	
	c)	reportaire	d)	reportare.	
v)	1 h	ad played football befo	ore S	usan 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.	



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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