

Name :

Roll No. :

Invigilator's Signature :

CS/HM/SEM-1/BHM-102/2011-12

2011

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

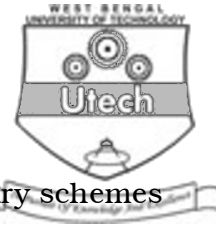
(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following :

10 × 1 = 10

- i) Proxemics is a part of
 - a) verbal communication
 - b) non-verbal communication
 - c) oral communication
 - d) none of these.

- ii) Petrol and diesel prices by about Rs. 2 in view of the seven dollar per barrel surge in the crude oil prices.
 - a) will likely be raised
 - b) will get raised
 - c) are likely to be raised
 - d) are bound to be raised.



- iii) "Castle in the air" means
 - a) big building
 - b) visionary schemes
 - c) small building
 - d) impractical.
- iv) Facial expression is another form of
 - a) verbal communication
 - b) not a form of communication
 - c) non-verbal communication
 - d) both verbal and non-verbal communications.
- v) Authority when it is not supported by the moral purity of its user.
 - a) empowers
 - b) prevails
 - c) crumbles
 - d) waits.
- vi) Speeding and blocking are traffic offences which lead to accidents.
 - a) minor
 - b) gruesome
 - c) urban
 - d) winsome.
- vii) The synonym for *perplexed* is
 - a) bewildered
 - b) embarrassed
 - c) blushed
 - d) flustered.
- viii) The boy you saw yesterday is my brother.
 - a) who
 - b) whom
 - c) that
 - d) which.
- ix) A job application letter written in response to an advertisement is an example of
 - a) solicited letter
 - b) unsolicited letter
 - c) resume
 - d) none of these.



- x) To differentiate between the 'important' and the 'not-so important' parts of a message is known as
- Empathic listening
 - Intuitive listening
 - Synergistic listening
 - Discriminative listening.

GROUP – B

(Short Answer Type Questions)

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

- Write a short note on any *one* the following :
 - Eye contact in body language
 - Non-fluencies
 - Grapevine communication.
- When is a warning issued ? How does counselling help in increasing the efficiency of the employees ?
- What are meant by encoding and decoding ? Explain the various factors on which encoding and decoding depend in the communication process.
- How is formal letter different from an informal letter ?
- With the help of a suitable diagram, define downward communication. How does it help in an organisation ?

GROUP – C

(Long Answer Type Questions)

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

- Write a précis on the following passage.

Globalization is a process of interaction and integration among the people, companies and governments of different nations, a process driven by international trade and investment and aided by information technology. This process has effects on the environment, on culture, on political systems, on economic development and prosperity and on human physical well-being in societies around the world.



Globalization is not new, though, for thousands of years, people — and, later, corporations — have been buying from and selling to each other in lands at great distances, such as through the famed Silk Road across Central Asia that connected China and Europe during the Middle Ages. Likewise, for centuries, people and corporations have invested in enterprises in other countries. In fact, many of the features of the current wave of globalization are similar to those prevailing before the outbreak of the First World War in 1914. But policy and technological developments of the past few decades have spurred increases in cross-border trade, investment and migration so large that many observers believe the world has entered a qualitatively new phase in its economic development. Since 1950, for example, the volume of world trade has increased by

20 times and from just 1997 to 1999 flows of foreign investment nearly doubled, from \$468 billion to \$827 billion. Distinguishing this current wave of globalization from earlier ones, author Thomas Friedman has said that today globalization is "farther, faster, cheaper and deeper."

8. Write an invitation letter as the head of the Students' Council to the Principal of your college inviting him to the Annual Fest.
9. Write an essay on 'The Deteriorating Condition of Local State Hospitals'.
10. Write a letter of application in response to the following advertisement ;

Applications are invited for the post of an Administrative Officer. MBA candidates between 30-35 years with minimum 5 years experience in the field of Hospital Management may send their C.V. to the HR Manager, IMRI Hospital, 34, Pasteur Road Kolkata-700 009 within 15 days. Salary and perks will not be a constraint for the deserving candidates.