

CS/MCA/ODD SEM/SEM-1/HU-101/2016-17



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

Paper Code : HU-101

BUSINESS ENGLISH AND 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 :

$10 \times 1 = 10$

- i) Semantic problem relates to
 - a) badly expressed messages
 - b) meaning associated with words
 - c) intention of the speaker
 - d) greater focus.
- ii) E-mail is
 - a) Quick
 - b) Saves time
 - c) Can be retrieved easily
 - d) Has all the advantages.

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- iii) Visual aids in report writing
 - a) break monotony
 - b) is used prudently
 - c) all of these
 - d) can be added at any stage.
- iv) Listening skill is
 - a) active
 - b) passive
 - c) casual
 - d) involuntary.
- v) Letter of transmittal is
 - a) through which message is transmitted
 - b) through which information is transmitted
 - c) that accompanies a business document
 - d) letter that is sent before the document.
- vi) By the word communication we mean
 - a) giving ideas
 - b) receiving ideas
 - c) exchange of information
 - d) all of these.
- vii) Educational qualification should be stated
 - a) chronologically
 - b) in order of excellence
 - c) reverse chronological order
 - d) in the opening paragraph.
- viii) Questions pertaining to the five W's & H
 - a) help to write a report
 - b) add length
 - c) neither (a) nor (b)
 - d) help communication.

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- ix) Agenda is circulated
- a) after the meeting
 - b) in the meeting
 - c) before the meeting
 - d) none of these.
- x) Preparing an effective oral presentation does not involve
- a) planning visual aids
 - b) gathering relevant material
 - c) developing central idea & main idea
 - d) organizing presentation.

GROUP - B

(Short Answer Type Questions)

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

2. What is listening ? State the difference between hearing and listening.
3. What is presentation ? State the techniques for delivering presentation.
4. Write short notes on the following :
 - i) Executive summary
 - ii) Ideation.
5. Explain any five purposes of communication in business organisation.
6. Give the essential features of 'Good writing'.
7. You are the representative of the student committee. Write a notice to the members of student committee informing them about a meeting for the annual cultural program.

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GROUP - C

(Long Answer Type Questions)

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

8. The Director of Studies at your college is worried about attendance and punctuality in the college. Many students are often absent from their classes or arrive late for their lessons. You are the student body representative. Write a brief report for the principal based on your discussion with the students.
9. Write a letter of application, together with your Curriculum Vitae (CV) for the job in response to the following advertisement :
"COBOL Programmers, with minimum 2 years' experience required by a well-known Data Processing Company in Delhi.
Apply within 10 days to Box 65, New Delhi - 110068.
10. As a Sales Manager of Amar PC, Kolkata, write a sales letter to all the Principals of the Engineering Colleges of your locality to promote the sale of the new computer your company has recently manufactured. Point out its features and facilities.
11. Write an essay on any *one* of the following topics :
 - a) Consumerism & its effect on society
 - b) The impact of US dollar on Indian economy
 - c) Role of youth in politics.
12. You are the Deputy Manager of Malibu Industries. Write a memo to the manager of Accounts Department on the discussion of the monthly expenditure on stationery.