

HU-101

BUSINESS ENGLISH AND COMMUNICATIONS

Time Allotted: 3 Hours

Full Marks: 70

*The questions are of equal value.
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. Answer all questions.

10×1 = 10

- (i) Chronemics is the study of how people communicate
- | | |
|-------------------------------|--------------------------------|
| (A) through the use of space | (B) through the use of time |
| (C) through the use of speech | (D) through the use of writing |
- (ii) Body language is
- | | |
|----------------|-----------------|
| (A) structured | (B) faked |
| (C) voluntary | (D) involuntary |
- (iii) Letter of Transmittal is found in
- | | |
|------------|--------------------------|
| (A) memo | (B) notice |
| (C) report | (D) software user manual |
- (iv) Which one of the following is not the form of oral communication?
- | | |
|-------------------|------------------|
| (A) dictation | (B) proposals |
| (C) presentations | (D) instructions |
- (v) If a letter starts with the inside address then the letter is a/an
- | | |
|---------------------|---------------------|
| (A) business letter | (B) informal letter |
| (C) thanking you | (D) application |

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- (vi) Noise is
- (A) only cacophony
 - (B) irritation
 - (C) that which interferes in the transmission of signal
 - (D) any sound which is uttered verbally
- (vii) The words bite and byte are examples of
- (A) homonyms
 - (B) kinesics
 - (C) homophones
 - (D) acronyms
- (viii) Impromptu presentation requires
- (A) delivering a speech by reading out aloud verbatim from a sheet of paper
 - (B) delivering a speech without preparation
 - (C) delivering a speech with some kind of preparation
 - (D) delivering a speech by being prompted by others
- (ix) The following is a type of informal network
- (A) wheel network
 - (B) Y-network
 - (C) circle network
 - (D) gossip network
- (x) The tone of a claim letter should be
- (A) aggressive
 - (B) persuasive
 - (C) assertive
 - (D) polite

GROUP B
(Short Answer Type Questions)

Answer any *three* questions.

3×5 = 15

2. What are the communication barriers? List the organizational barriers.
3. Explain the flow of communication in an organization with examples.
4. What are the basic purposes of a sales letter?

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5. Write a short note on Grapevine communication.
6. What are uses the software user manuals?

GROUP C
(Long Answer Type Questions)

Answer any *three* questions.

3×15 = 45

7. Safe Insurance Company seeks personable, college-trained person to manage office of five employees. People skills and good communication ability are must. Knowledge of office procedures and word processing essential. Send application with a complete C.V. within 10 days to HR office, P.O. Box 719 Kanpur.
8. Various universities in India offer their academic programmes through distance learning mode of education. A large number of junior officers of a company have sought permission to improve their educational qualification through these programmes. As the manager of Personnel Department of this company write a memo to be sent to all the junior officers spelling out (a) the company's policy in this regard and (b) the deadline for submitting their applications. You can also assure them that a decision would soon be taken and communicated to the applicants.
9. The Supreme Court has recently banned the plying of diesel-run buses within a metropolitan city. According to the ruling party, only CNG buses are allowed to run on the road. This has resulted in a lot of inconvenience for the public. The State Government has received a number of grievances about the inadequacy of the Metro Transport Corporation in meeting the need of the commuters. You as the Chairman of MTC, has been asked to study the existing situation and report the details in the form of a letter to the Transportation Ministry of the State. Write a report assuming the following details:

Total number of buses : 10,000
Number of CNG buses : 4,500
Number of school buses : 1000
10. Draft a letter of refusal for a client who has applied for a loan for his project work.

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11. Do as directed.

- (a) (i) The storm uprooted the trees. Begin with "The trees _____" 5×1
(ii) Who said he was dishonest? Begin with "He was _____"
(iii) No sooner did he go, than the phone call came. Begin "Hardly _____"
(iv) He did not speak the truth. Change it into a question.
(v) He did not know such fate was awaiting him. Begin with "Little _____"
- (b) Fill in the blanks with suitable prepositions. 5×1
(i) What is the time _____ you watch?
(ii) We returned home _____ night.
(iii) He is quite susceptible _____ cold.
(iv) They groped _____ the light _____ the dark.
- (c) Correct the grammatical errors. 5×1
(i) I will go to the hotel when he will come there.
(ii) They tried to look for the meaning in the dictionary.
(iii) Either he or she go to the shop.
(iv) He has been doing this when he was small.
(v) Since morning it is raining.