



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/MCA/SEM-1/HU-101/2009-10  
2009**

**BUSINESS ENGLISH & 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.*

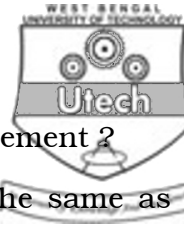
**GROUP – A**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives of the following :

10 × 1 = 10

- i) Which one of the following distractions hinders listening ?
- a) When the listener exhibits wandering attention
  - b) When the listener is emotionally disturbed
  - c) When the listener pays divided attention
  - d) All the three.
- ii) Which one of the following is not a form of oral communication ?
- a) Dictation
  - b) Proposals
  - c) Presentations
  - d) Instructions.



- iii) Which one of the following is a false statement ?
- a) The message sent is not always the same as the message received.
  - b) There is no difference between general purpose communication and technical communication.
  - c) Since language is recursive in nature, the user can produce innumerable sentences.
- iv) Find the word nearest to the meaning of the word EXTRAVAGANT.
- a) Prodigal
  - b) Rich
  - c) Music
  - d) Spendthrift.
- v) ..... skill is one of the language skills which demands full attention to the spoken material.
- a) Listening
  - b) Writing
  - c) Reading
  - d) Speaking.
- vi) If a letter starts with the inside address, then that letter is a/an .....
- a) business letter
  - b) informal letter
  - c) thanking you
  - d) application.
- vii) The foreign term *Ex gratia* means
- a) an act of grace
  - b) in the interest of
  - c) without limit
  - d) to the pitch of disgust.
- viii) Resumé is a word that is
- a) Latin
  - b) German
  - c) Japanese
  - d) French.



- ix) In SWOT analysis, SWOT stands for
- Strength Word Over Tenure
  - Strength Weakness Opportunities Threats
  - Strong Weak Operation Test
  - Strength Weakness Operation Turbulence.
- x) Letter of application in response to an advertisement is called
- solicited letter
  - unsolicited letter
  - covering letter
  - none of these.

**GROUP – B**

**( Short Answer Type Questions )**

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

- Mention the steps to prepare a software user manual. 5
- What are the steps of writing a report ? 5
- What is meant by Listening skills and the barriers to it ?  
 $2 \frac{1}{2} + 2 \frac{1}{2}$
- Use any *five* of the common confusables in separate sentences to show their correct meanings :  $5 \times 1$ 
  - Sometime / Sometimes
  - Site / Cite
  - Official / Officious
  - Farther / Further
  - Alternate / Alternative
  - Business / Busyness
  - Morale / Moral
  - Amend / Emend
  - Complement / Compliment.
- State any five reasons that can give rise to complaints from customers. 5



**GROUP – C**

**( Long Answer Type Questions )**

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

7. Write the minutes of a meeting of Students Union from the following agenda : 15
- i) Reading the minutes of last meeting
  - ii) Approval of accounts
  - iii) Participation in refugee camp
  - iv) Steps to improve quality of computer education
  - v) Holding a personality development programme
  - vi) Miscellaneous
  - vii) Fixing the date of next meeting.
8. a) You are the Sales Manager of Apex Mattresses Ltd, New Delhi. Your company has purchased 200 mattresses from Steel Co Furniture, Kolkatta, but out of 200 mattresses, 65 mattresses are damaged. Write a claim letter to Steel Co Furniture.  $7 \frac{1}{2}$
- b) You are the Deputy Manager of Malibu Industries. Write a memo to the Manager of Accounts Department on discussion of the monthly expenditure on stationery.  $7 \frac{1}{2}$
9. Write a report based on the survey conducted for finding the interest of your employees in establishing a self-supported, company sponsored Financial unit. 15
10. Write an essay on  
HUMAN CLONING — THE ETHICAL PROBLEM. 15
-