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Invi	Invigilator's Signature :													
CS/MCA/SEM-1/HU-101/2012-13														
2012														
BUSINESS ENGLISH AND COMMUNICATION														
Tim	e Alla	otted	: 3 Hours		Full Marks: 70									
	The figures in the margin indicate full marks.													
Са	ndida	ates a	are required to give their	ansv	vers in their own words									
			as far as pra											
			GROUP -											
	(Multiple Choice Type Questions)													
1.	Cho	ose t	he correct alternatives	or th	e following: $10 \times 1 = 10$									
					10 × 1 = 10									
	i)	Hea	ring is											
		a)	Active	b)	Involunatary									
		c)	Passive	d)	Casual.									
ii) Empathy leads to														
		a)	Insight	b)	Understanding									
		c)	Perception	d)	All of these.									

Participating

Understanding.

b)

d)

Occulesias is related to

Eye contact

Sharing

iii)

a)

c)

- CS/MCA/SEM-1/HU-101/2012-13 Biodata is of iv) a) one type b) two types three types four types. c) d) Meeting is an example of v) **Upward Communication** a) **Downward Communication** b) **Diagonal Communication** c) none of these. d) Preparing an effective oral presentation does not involve planning visual aids a) gathering relevant material b) developing the central and the main idea c) organizing presentation. d) vii) Agenda is tagged with the
 - notice of a meeting a)
 - b) circular
 - office order c)
 - none of these. d)
 - viii) A tendency to steal is known as
 - Claustrophobia a)
- b) Sommabulism
- Pessimism c)
- Kleptomania. d)



- ix) Feedback is
 - a) response of the receiver
 - b) response of the encoder
 - c) response of the manager
 - d) response of the customer.
- x) An appendix of a report contains
 - a) supporting material/data
 - b) collected data
 - c) referential books
 - d) discussion segment.

GROUP - B

(Short Answer Type Questions)

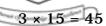
Answer any three of the following.

 $3 \times 5 = 15$

- 2. What is listening? State the difference between hearing and listening.
- 3. What is presentation? State the techniques for delivering presentation.
- 4. How many types of documentation exist? Mention the steps to prepare of software user manual.
- 5. Write and explain the formulae of AIDA and IDCA in writing a sales letter.
- 6. Draft an advertisement of a C++ book.

CS/MCA/SEM-1/HU-101/2012-13

GROUP - C (Long Answer Type Questions)



Answer any *three* of the following.

7.	Write a	a report	on	the	benefits	of	computerization	of	ticket				
	booking system in the Railways.												

Format-4

Body - 8

Lexical Rules - 3

15

- 8. 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 No. 65, New Delhi-110068.
- 9. Design a poster announcing a national seminar on 'Hazards of Smoking' at your institution.
- 10. Write an essay on any one of the following topics:
 - i) Corruption in India
 - ii) Changing information technology— challenges and prospects
 - iii) Ambition and Ethics.

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