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4 (Sem - 2) CAFE-I

2012

**COMMUNICATIVE AND FUNCTIONAL  
ENGLISH - I**

Full Marks – 80

Time – Three hours

The figures in the margin indicate full marks  
for the questions.

1. Choose whether 'true' or 'false' :  $1 \times 10 = 10$
- (a) Whether it be effective or not, there is always flow of communication in an organisation.
  - (b) Cultural gaps are directly proportional to communication gaps.
  - (c) Your ability to communicate effectively is closely tied to your ability to perform effectively.
  - (d) Communication may be a one-way traffic.

[Turn over

(e) Non-verbal communication does not mean transmission of meaning other than through oral or written words.

(f) Formal communication is communication structured on the basis of hierarchy authority and accountability.

(g) The primary audience is the audience who may not decide whether to accept the sender's message and his recommendations and to act on the basis of that message.

(h) Only physical disturbance or interference that reduces the clarity and effectiveness of communication is called noise.

(i) Good news letters are written to convey pleasant news to the reader.

(j) A press release can never be used for any kind of publicity.

2. Answer the following questions :  $2 \times 5 = 10$

(a) What is a memorandum ?

(b) Discuss the merits of grapevine communication.

(i) What do you understand by Kinetics ?

(ii) What do you know of interpersonal communication ?

(iii) What do you understand by 'gate-keeper audience' ?

3. Answer any four questions out of a, b, c, d, e, f :  
 $5 \times 4 = 20$

(a) Fill in the blanks with appropriate prepositions :  $1 \times 5 = 5$

(i) They went to Delhi ——— New Year's day.

(ii) Oil is floating ——— the sea.

(iii) Fortune smiled ——— him.

(iv) He knows English ——— Assamese.

(v) The waves beat ——— the shore.

(b) Fill in the blanks with correct tense of the verbs in brackets :  $1 \times 5 = 5$

(i) They ——— for an hour. (play)

(ii) When he got into the bus, it ——— (move) off.

(iii) A strong wind —— since yesterday (to blow).

(iv) He —— (walk) on the road, when a dog bite him.

(v) We —— (not to see) him for some years.

(c) Change the voice of the following :  $1 \times 5 = 5$

(i) Our Principal teaches us English.

(ii) Show me a strong leader.

(iii) Let the communication be started.

(iv) The world has witnessed the IT Revolution in the 20th Century.

(v) The sender starts the process of communication.

(d) Correct the common errors in the following sentences :  $1 \times 5 = 5$

(i) He tells lie.

(ii) The sun shines by the day.

(iii) He gets a good pay.

(iv) He always is early.

(v) A group of people were present.

(e) Rewrite the sentences as directed :  $1 \times 5 = 5$

(i) I can never forget your advice. (Turn into interrogative)

(ii) He is the best worker in the team. (Change into comparative degree)

(iii) I have no resources to spare. (Turn into complex sentence)

(iv) Can the glory of Indian Cricket ever fade? (Turn into negative)

(v) Is he not a great fool? (Turn into assertive)

(f) Make sentences to illustrate the use of any five of the following phrases :  $1 \times 5 = 5$   
face value, above par, pros and cons, at a loss, lion's share, a white elephant, good offices.

4. (a) Answer any *two* of the following :  $10 \times 2 = 20$

(i) Differentiate between 'circulars' and 'sales letters'.

Or

Differentiate between 'good news letter' and 'bad news letter'.

(ii) What do you understand by barriers to communication ?

(iii) Discuss the different dimensions of communication in an organisation.

(iv) What are the seven steps to effective communication ?

(b) Answer any *two* of the following :  $10 \times 2 = 20$

(i) You are the Sales Manager of 'Sonal Home Appliances and Electronics'. Write a circular letter to dealers announcing Bohag Bihu discount scheme.

(ii) Draft a job application in response to the advertisement in the Ascent columns of 'The Times of India' dated 5th of March, 2012, given by the Manager (Human Resource), G. E. Services, Bhangaghat, Guwahati, seeking secretarial officers for the company.

(iii) Define 'quotation' and draft a quotation of 'Mahendra Dutta Rainwear' that you deal in.

(iv) Draft an order letter for 100 reams of A2 quality printing paper, white, at Rs. 120.00 per kg, including delivery.