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4(Sem-2) CAFE-I

2013

COMMERCE

Communicative and Functional English-I

Full Marks : 80

Time : Three hours

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

- I. Choose whether 'true' or 'false' : $1 \times 10 = 10$
- (a) The survival and success of an organisation has no relation with the communication system that it uses.
 - (b) Noise cannot affect communication.
 - (c) In any form of communication, too much information is as bad as too little.
 - (d) Perception may pose as a barrier to communication.

Contd.

- (e) Language use plays a major role in ethical communication.
- (f) Working in teams unleashes vast amounts of creativity.
- (g) The goal of a critical listener is only to criticize.
- (h) Voice carries both intentional and unintentional messages.
- (i) A handshake needs to match one's personality and intention for effective communication.
- (j) Market globalisation and multicultural workforce have left intercultural communication unaffected.

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

- (a) Mention *two* features of communication.
- (b) What is Verbal Communication ?
- (c) What is an 'Invoice' ?
- (d) Name *one* Model of communication and highlight the principle on which it is based.

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

Fill in the blanks with appropriate words :

Hard work is indispensable _____ success in life.

_____ is a clever man, but diffident _____ his powers.

_____ has no special liking _____ Mathematics.

Deepak Bhartia had declared assets _____ Rs. 603 crore.

_____ His views do not accord _____ mine.

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

(i) The earth _____ round the sun. (move)

(ii) He _____ here for the last five years. (work)

- (iii) The town _____ its appearance since 2010. (change)
- (iv) The train _____ before we reach the station. (leave)
- (v) My uncle _____ tomorrow. (arrive)
- (c) Change the voice of the following :
(1×5=5)
- (i) Manners reveal character.
- (ii) I was kept waiting.
- (iii) We expect good news.
- (iv) The manager will give you the ticket.
- (v) By whom were you taught French ?
- (d) Correct the common errors in the following :
(1×5=5)
- (i) We dispensed his services.
- (ii) I regret at the delay.
- (iii) It was not long until he came.
- (iv) He died at thirty years old.
- (v) He is a man whom I know is honest.

sentences as directed :
(1×5=5)

was not an example to be

into an Interrogative sentence)

What though the field be lost ?
(Change into an Assertive sentence)

Brutus loved Caesar.
(Change into an Affirmative sentence)

Only Indians are allowed.
(Change into a Complex sentence)

When he saw the danger, he paused.
(Change into a Compound sentence)

to illustrate the use of *any*
of the following phrases : (1×5=5)

black and white, in the air, took heart,
character, at sea, stood his ground, take
account.

4. (a) Answer any two of the following :
10×2=20

(i) Differentiate between 'Nominal group
technique', and 'Delphi technique'.

Or

Differentiate between 'Primary Audience' and 'Secondary Audience'.

(ii) Discuss 'Non-Verbal' communication.

(iii) Discuss the effective communicative skills needed in a business organisation.

(iv) Discuss 'Formal Communication'.

(b) Answer *any two* of the following :

10×2=20

(i) Write a letter of enquiry to a manufacturer of batteries seeking information about the different kinds of product so that a decision may be taken for placing an order.

(ii) You are a senior executive of a bank. Write a goodwill letter to a person thanking him for opening his account in your bank, and promising to offer a host of services.

(iii) You are the Managing Director of 'Bharat Oil Products Ltd., Mumbai. Write a memorandum requesting departmental reports.

(iv) You're the Research Officer, of 'The Grand International', a chain of five star hotels. Write a report to the Managing Director about your findings on the prospect of possible expansion of the chain to Guwahati, Assam, India.