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4(Sem-2)CAFE-I

2015

COMMERCE

COMMUNICATION AND  
FUNCTIONAL ENGLISH-I

Full Marks : 80

Time : 3 hours

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

1. Choose whether *true* or *false* :  $1 \times 10 = 10$

- (a) Messages are not the meanings, but indicative of meanings.
- (b) Effective communication is essential only for uninterrupted working of any enterprise.
- (c) Two way communication does not allow any scope to ensure that the intended message of the sender is understood by the receiver.
- (d) Egotism, hostility and prejudice determine 'Noise' in communication.

(P.T.O.)

(2)

- (e) 'Listening' in communication, is a purely passive activity.
- (f) Formal communication has nothing to do with the line and authority of an organization.
- (g) Group communication is possible through oral communication.
- (h) 'Acquired Gestures' are imbibed from a cultural environment.
- (i) Chronemics is the study of the use of time in non-verbal communication.
- (j) Haptics is the discourse of 'touch' in a communicative situation.
2. Answer the following questions :  $2 \times 5 = 10$
- (a) Mention two features of formal communication.
- (b) What is 'proxemics' in communication?
- (c) State two ways by which an effective communicative bridge may be built to ensure 'whole communication'?

(Continued)

(3)

- (d) How does the creation of Synergetic Environment help communication in an organization?
- (e) Mention two factors that help speaker analyse his/her audience.
3. Answer the following questions :  $5 \times 4 = 20$
- (a) Correct the following incorrect sentences  $1 \times 5 = 5$
- (i) No pain was spared.
- (ii) All his kiths and kins are with him.
- (iii) Please give me fooding and lodging.
- (iv) Which do you prefer most?
- (v) Suffice to say, you are wrong.
- (b) Change the narration of the following sentences :  $1 \times 5 = 5$
- (i) Ram said to me, 'Can you speak French?'
- (ii) You said to me, 'Do you hear me?'

(P.T.O.)



(4)

- (iii) He said to the members, "Obey the chain."
- (iv) I said to her, 'May you live long!'
- (v) He said, 'Thank you.'
- (c) Do as directed :  $1 \times 5 = 5$
- (i) If I (be) you, I (not do) it. (*Put the verbs in brackets into the correct forms*).
- (ii) Please ask the boys to come in, \_\_\_\_\_? (*Add an appropriate question tag*).
- (iii) He tried all plans. (*Change into a negative sentence*).
- (iv) A little learning is a dangerous thing. (*Change into an exclamatory sentence*).
- (v) Misery is the greatest of all mysteries. (*Change into comparative degree without altering the sense*).
- (d) Frame sentences to illustrate the use of the following phrases : (**any five**)  $1 \times 5 = 5$
- all eyes, cut no ice, out of hand, keep good hours, make or mar, play ducks and drakes with, taken aback, taken ill.

(Continued)

(5)

4. (a) Answer **any two** of the following :  $10 \times 2 = 20$
- (i) What do you understand by 'Barriers to Communication?' Discuss.
- (ii) Elaborate the rules that can contribute to an effective group discussion.
- (iii) How does 'Self-Development' ensure good communicative skills?
- (iv) What are the 7Cs (or the Essentials) of communication?
- (v) Discuss the merits of oral communication.
- (b) Answer **any two** of the following :  $10 \times 2 = 20$
- (i) You are a college student. Your SBI debit card is damaged. Write an application to the Manager, Panbazar Branch, Guwahati, requesting him to issue a new one.
- (ii) You are the Managing Director of A.C. Enterprises Co. Ltd. Write a circular to announce the revision of pay scales of all the employees of your company.

(P.T.O.)



(6)

Or

Draft a Press Release for Wipro Ltd. announcing preference share issue for expansion purposes.

- (iii) You are the Managing Director of Ashok Leather Ltd., Guwahati. Write a complaint letter to M/S Javid Chemical Ltd., Kolkata regarding the delay of delivery of chemicals, causing inconvenience in the production of your goods.

Or

You are the Managing Director of Ashoka Textile Mills, Barpeta, Assam. Write a letter to congratulate your Sales Executive on the increase of sales of the new fabric produced by your mill.

- (iv) You are the Management Consultant of 'Jagmohan Management Consultants', Guwahati and have been consulted by M/S Ruddar Tractors at Morigaon. Write a report on controlling raw material cost.

(Continued)

(7)

Or

You are an M.Com (Accountancy). You are applying for the post of Manager, Accounts in Mohindra Tractors Ltd. For this you need a reference letter. Write a letter to a renowned person seeking consent for reference.

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