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47 (1) EEBC 1.1

2011

**EFFECTIVE ENGLISH AND BUSINESS
COMMUNICATION**

Paper : 1.1

Full Marks : 80

Time : Three hours

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

1. (A) Choose the correct answer : $1 \times 5 = 5$
- (i) The method or vehicle used to transmit a message is known as :
- (a) channel (b) process
(c) feedback (d) sender
- (ii) An example of a physical barrier in the process of communication is :
- (a) poor listening (b) noise
(c) egotism (d) negative emotions

Contd.

(iii) Non-verbal communication is more suitable when :

- (a) persons communicating understand each other's language
- (b) persons communicating do not understand each other's language
- (c) persons are sitting in different places
- (d) persons are standing in the same area.

(iv) An executive summary which concisely summarises all the ingredients of the report can also be referred to as a :

- (a) bibliography (b) an appendix
- (c) findings (d) synopsis

(v) "A list of items to be considered at a meeting" can also be defined as :

- (a) a precis (b) an essay
- (c) an agenda (d) a draft

(B) Say whether the following statements are True or False : $1 \times 5 = 5$

(i) Writing of a Project Report involves the following three stages of writing :

- (a) Pre-writing stage
- (b) Writing stage
- (c) Reviewing and reversing stage.

(ii) A Notice is not the most commonly used method of written communication to convey the information to a large number of people.

(iii) In two-way communication, misunderstandings cannot be removed with immediate clarification.

(iv) Transparencies are clear sheets that are used with an OHP to display a particular image on the screen.

(v) The first and foremost requirement of a good speech is clarity.

2. Answer the following questions : (any five) $2 \times 5 = 10$

(a) In a business letter, what is an "attention line" ?

(b) Trace the origin of the word "memorandum".

- (c) State the purpose of a "review".
- (d) Give *two* examples of one-way communication.
- (e) What do you understand by the term "upward communication?"
- (f) What is an "auditor's report"?
- (g) Mention *two* disadvantages of oral communication.

3. Answer the following questions : *(any four)*
5×4=20

- (a) Discuss the importance of "whole" communication in business communication
- (b) What are the similarities between a Sales Letter and a Circular Letter?
- (c) Discuss the different kinds of Collection Letters.
- (d) What are the essential requisites of an Effective Presentation?
- (e) What is a "recommendation"? What are the contents of a recommendation in a report?
- (f) What do you mean by a "staff newsletter"?

Correct the following sentences : *(any five)*

1×5=5

- (a) The road to famous monument passes through a forest
- (b) Our Housing Society comprises of six blocks and thirty three flats in an area of about thousand sq. metres.
- (c) Sumita opened a almirah full of books and took one of them for reading.
- (d) This candidate lacks an experience otherwise he is well qualified.
- (e) One of the most widely spread bad habit is the use of tobacco.
- (f) A trained gang of sailors was employed on the ship.
- (g) The flock of lions roamed about fearlessly in the jungle.

II. Fill in the blanks with suitable prepositions :
(any two) 1×2=2

- (a) Our seats were _____ a second class sleeping compartment.
- (b) Bihu is a festival _____ merry making.

(c) Due _____ heavy rainfall many streets and fields were flooded.

III. Rewrite the following sentences using the verbs in brackets in their correct tense forms :
(any five) $1 \times 5 = 5$

(a) I do not think he (attend) the meeting yesterday.

(b) He (be) really busy and cannot meet you now.

(c) When she rang me up, I (wash) my clothes.

(d) It (rain) continuously since this morning.

(e) We asked him why he (come) so early.

(f) She (finish) the work by this time tomorrow.

(g) He jumped of the bus while it (move).

IV. Frame sentences with the following :
(any five) $1 \times 5 = 5$

(a) By hook or by crook.

(b) Lion's share

(c) At the eleventh hour

(d) Cock and bull story

(e) On cloud nine

(f) A red letter day.

V. Write the synonyms of the following words :
(any four) $1 \times 4 = 4$

(a) twist (b) purpose (c) ascend

(d) emit (e) lavish

VI. Punctuate the following : $1 \times 2 = 2$

My dear taplow i have given you exactly what you deserve no less and certainly no more sorry sir have i gone too far

VII. Use the correct form of the word in the following : (any five) $1 \times 5 = 5$

(a) Many institutions have been _____ (nation)

(b) I don't remember anything of my _____ (child)

(c) No _____ is allowed to copy from others. (examine)

- (d) One of such _____ is that demand and supply are constant. (assume)
- (e) What is the _____ news from the battlefield? (late)
- (f) Dishonest politicians are _____ than all other social evils. (worse)

5. On behalf of your agency, draft a circular letter, announcing change of address to your customers, writing therein the new address and contact number. 12

Or

What is a sales letter? Prepare an effective sales letter using AIDA strategy, for an LED television set, mentioning such details as :

- (a) Physical dimensions
- (b) Colours available
- (c) Discounts offered
- (d) Mode of delivery
- (e) Other benefits.