

Total number of printed pages-7

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.*

1. 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.

- (e) 'Today, companies are using the Ombudsperson for promoting upward communication.' Explain very briefly.

3. Answer *any four* out of *a, b, c, d, e* and *f*.

5×4=20

(a) Fill in the blanks with appropriate prepositions : (1×5=5)

(i) Hard work is indispensable \_\_\_\_\_ success in life.

(ii) He is a clever man, but diffident \_\_\_\_\_ his powers.

(iii) He has no special liking \_\_\_\_\_ Mathematics.

(iv) Deepak Bhartia had declared assets \_\_\_\_\_ Rs. 603 crore.

(v) His views do not accord \_\_\_\_\_ mine.

(b) Fill in the blanks with correct tense of the verbs in brackets : (1×5=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.

(e) Rewrite the sentences as directed :  
(1×5=5)

(i) That was not an example to be followed.

*(Turn into an Interrogative sentence)*

(ii) What though the field be lost ?

*(Change into an Assertive sentence)*

(iii) Brutus loved Caesar.

*(Change into an Affirmative sentence)*

(iv) Only Indians are allowed.

*(Change into a Complex sentence)*

(v) When he saw the danger, he paused.

*(Change into a Compound sentence)*

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

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