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COMMERCE

( Communicative and Functional English—I )

Full Marks : 80

Time : 3 hours

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

1. State whether True or False : 1×10=10
- (a) Ability to communicate effectively is closely linked to the ability to perform effectively.
  - (b) Communication can never be selective.
  - (c) There is no change at all when people move from one communicative situation to another.
  - (d) Identifying critical points in communication helps to build an effective communicative bridge.
  - (e) Prejudice may be termed as 'noise' in communication.
  - (f) 'Listening' is a passive activity in communication.

- (g) A low-pitched, well-modulated voice conveys strength and confidence.
- (h) More time and energy are needed for a non-verbal communication.
- (i) Intrapersonal communication is the internal dialogue occurring within the mind of an individual.
- (j) The primary audience in a communicative situation has no obligation to decide nor to act on the given message.

2. Answer the following questions : 2×5=10

- (a) Why is communication necessary? Give two reasons.
- (b) Name the elements of a communication process.
- (c) Mention two disadvantages stemming from the use of an inter-office memorandum or memo.
- (d) What is 'kinesics' in communication?
- (e) Why is 'emotional content' necessary in an effective communication?

3. Answer the following : 5×4=20

(a) Correct the following : 1×5=5

(i) I have an urgent business.

(ii) I shall take your leave.

(iii) Give me hundred rupees.

(iv) He caught me by hand.

(v) He was elected as chairman.

(b) Rewrite the following as directed : 1×5=5

(i) When I went there, I found him absent.

( Change into a simple sentence )

(ii) He was poor, but he was honest.

( Change the sentence by using 'although' )

(iii) He was glad to hear this.

( Change into a complex sentence )

(iv) Only Ram was present there.

( Change into negative )

(v) Hari and his brothers do not fight with the neighbours.

( Add a tag question )

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

(i) He was buried — the snow.

(ii) Social workers do not hanker — wealth.

(iii) Health is essential — success in life.

(iv) He is jealous — my fame.

(v) I cannot bear — such conduct.

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

With flying colours; Weal and woe;  
Lag behind; Hand over fist; Hold good;  
Part and parcel; Tooth and nail

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

(i) Discuss the different types of 'audience analysis'. 10

(ii) Effective business messages have a number of common characteristics. Mention five such 'common characteristics'. 10

(iii) What do you understand by 'organizational barrier' in communication? 10

(iv) What is a 'Good News Letter'? Discuss the occasions and purposes for writing such letters. 2+3+5=10

(v) What are the advantages of working in a team? Discuss. 10

(b) Answer any two of the following : 10×2=20

(i) What is a newsletter? You are the Public Relation Officer of 'Bata'. Draft a newsletter highlighting the performance of your shoe company, adding sidelights about the employees and their personal lives too. 2+8=10

(ii) On behalf of 'Rama Stores', write a letter of order to a wholesale local supplier for certain specified items that you have already ordered over the telephone. 10

Or

Write a letter to 'State Bank of India', Panbazar, Guwahati, to supply necessary information about the credit standing of a firm desirous of opening a credit account with you.

10

- (iii) You are the Vice President of 'Vision Care Business'. Write a sales letter to market your product 'Renu Multi Plus', a lens care solution.

10

Or

'A Smart City must first have Smart Citizens.' Write a letter to the Editor of the local newspaper emphasizing the quoted words.

10

- (iv) Write a circular to announce that your Delhi-based 'Retail shop' dealing with sports goods is opening a temporary outlet outside I. G. Stadium at Sorusojai, Guwahati during the S. A. Games, 2016, especially for the sale of equipments for the 'Shooting Sport'.

10

(v) Lance Naik Raj Kumar Singh had defied death for six days buried under snow when an avalanche hit the Indian post on Siachen Glacier in February, 2016. Although he was rescued and hospitalized, he could not finally survive.

You are the Superintendent of the Army Hospital, Delhi. Write a letter to the family of the Siachen braveheart informing them of his sad demise.

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