

ENGLISH AND BUSINESS COMMUNICATION

151

Roll No.....

Time allowed : 3 hours

Maximum marks : 100

Total number of questions : 6

Total number of printed pages : 4

NOTE : Answer all questions.

PART — A

1. (a) Write an essay of about 300 words on **any one** of the following :

- (i) Black money and Indian economy
- (ii) Role of computers in business
- (iii) Environmental pollution.

(10 marks)

(b) Make a *précis* of the following passage in about **one-third** of its length and suggest a suitable title (*Use précis-sheet given at the end of the answer book*) :

Speaking in public is most people's least favourite thing. The reason is that we are all afraid of making fools of ourselves. The more important the speech, the more frightened we become.

Your audience is going to come away with one or two of your main ideas. One or two, not ten or twenty. If you can't express in a sentence or two what you intend to get across, then your speech is not focused well enough. And if you do not have a clear idea of what you want to say, there is no way your audience will.

No matter how long or short your speech is, you have got to organise it — how you are going to open, what major points you want to make and how you are going to close.

When I do a radio or TV piece, I often write the last sentence first. When you know where you are headed, you can choose any route to get there. A strong conclusion is critical : the last thing you say is what your audience will most likely remember.

The first few moments of your speech establish the relationship between you and your audience. Smile. Acknowledge your introducer with a nod and a thank you. Then wait. Don't begin until you have everybody's attention. Each member of the audience will quickly get the idea that he is being spoken to and will turn on his brain. You should use notes instead of scripted speech.

(248 words)

(8+2 marks)

2. (a) Attempt the following as directed against each :

- (i) Mobile phone should not be used while driving. (*Change into active voice.*)
- (ii) he asked me whats your name (*Punctuate the sentence.*)
- (iii) Bring me _____ apple. (*Fill-in the blank space using an indefinite article.*)
- (iv) He is wiser than _____ (me/I). (*Fill-in the blank space using the correct word.*)
- (v) This is an useful book. (*Correct the sentence.*)
- (vi) Dinesh is the cleverest boy in the locality. (*Re-write using comparative degree.*)
- (vii) No one is immortal. (*Change into affirmative sentence.*)
- (viii) One expects proper behaviour from a college student. (*Change into passive voice.*)
- (ix) The Principal said to him, "Call the boy." (*Change into indirect speech.*)
- (x) This is the cleanest hospital of the two hospitals in the city. (*Correct the sentence.*)

(1 mark each)

(b) Write the most appropriate answer from the given options in respect of the following :

- (i) The expression 'to formally put an end to' means —
 - (a) Abolish
 - (b) Abandon
 - (c) Excerpt
 - (d) Surrender.
- (ii) A remedy for all diseases or difficulties is called —
 - (a) Panacea
 - (b) Concrete
 - (c) Numismatics
 - (d) Philistine.
- (iii) The antonym of the word humble is —
 - (a) Smart
 - (b) Wise
 - (c) Proud
 - (d) Rich.
- (iv) Opportune means —
 - (a) Coming at the right time
 - (b) Opportunity
 - (c) Celebration
 - (d) Occasion.

: 3 :

(v) The place where an aeroplane is housed is known as —

- (a) Shed
- (b) Yard
- (c) Cold Storage
- (d) Hangar.

(1 mark each)

3. (a) Make sentences of your own using the following pair of words to bring out their meanings :

- (i) Check — Cheque
- (ii) Lose — Loose
- (iii) Storey — Story.

(2 marks each)

(b) Make sentences of your own using the following phrases/idioms to bring out their meanings :

- (i) Hard nut to crack
- (ii) Gift of the gab
- (iii) Round the clock
- (iv) To get the wind of.

(1 mark each)

(c) Write full form of the following :

- (i) VIP
- (ii) IOU
- (iii) E&OE
- (iv) A/c
- (v) e.g.

(1 mark each)

PART — B

4. (a) State, with reasons in brief, whether the following statements are true or false. Attempt *any five* :

- (i) An office order carries a stamp of authority with it and has to be accepted.
- (ii) Hearing is synonymous to listening.
- (iii) Communication varies in the culture and cultural background.
- (iv) Gestures make communication more effective.
- (v) Research studies show that at the work-place on an average employees spend about two-third time of their working time in listening.

- (vi) Anger is the worst enemy of communication.
- (vii) If the seller has undercharged the buyer, he may send a 'credit note' to the buyer.
- (viii) Cluster chain communication is the most popular kind of formal communication. (2 marks each)

(b) What are the barriers to communication ? How do they hamper communication ? (5 marks)

(c) Explain essential characteristics of a good 'public notice'. (5 marks)

5. Attempt *any three* of the following :

(i) "Organising the writing is the key to clarity." Comment. (5 marks)

(ii) As a Company Secretary, write a letter to a shareholder who has informed about non-receipt of dividend warrant. (Only body of the letter.) (5 marks)

(iii) You have recently opened your new office and are eager to have the latest equipments and appliances for the office within the least possible time. Write a letter to the supplier of office equipments and appliances to provide the latest catalogue and price list. (Only body of the letter.) (5 marks)

(iv) What do you mean by 'AIDAS' ? Explain. (5 marks)

6. Attempt *any three* of the following :

(i) Write a letter congratulating your friend on his success in the examination. (5 marks)

(ii) List out the etiquettes to be followed while using the mobile phone. (5 marks)

(iii) Draft an advertisement for the post of Lady Receptionist in a multinational company trading in health care products. (5 marks)

(iv) What do you mean by 'postscript' in letter writing ? (5 marks)