4 (Sem-2) CAFE-I

2018

COMMUNICATIVE AND FUNCTIONAL ENGLISH – I

Full Marks – 80

Time – Three hours

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

1. State whether true or false. (any *ten*) :

    1×10=10

    (a) Communication is the exchange of meanings between individuals through a common system of symbols.

    (b) Horizontal communication takes place among the people who belong to the same level of hierarchy.

    (c) Emotional excitement of the listener is not an obstacle to effective communication.

[Turn over

(d) Messages flowing through grapevine have greater speed than messages flowing through formal channels.

(e) A business sales letter cannot create, maintain or expand the market for goods and services.

(f) Time does not affect human relations and communications.

(g) A sarcastic and abusive complaint should be replied in the same style.

(h) By adopting 'You attitude' a communicator looks at things from his own point of view.

(i) Vocal cues help audience to differentiate emotions of the speaker and form judgements about his personality.

(j) Oral communication is less formal than written communication.

(k) 'Listening' is a passive activity in communication.

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

(a) What is para language ?

(b) Write two disadvantages of oral communication.

(c) Name two communication skills that can help in self development.

(d) What is brainstorming ?

(e) Define memo.

(f) What is 'kinesics' in communication ?

3. Answer the following : 5×4=20

(a) Correct the following : (any *five*) 1×5=5

(i) She has curly hairs.

(ii) Her children studies together every night.

(iii) Every weekend Shiela practices piano lessons.

(iv) The company will upgrade their computer systems next week.

(v) You do like going to the party alone, do you ?

(vi) I think it's not a great idea. I totally inagree.

(vii) He is too lazy that he cannot achieve the target.

(b) Rewrite the following as directed : (any *five*)

1×5=5

(i) The leather bag is mine. (Make it complex)

(ii) Every rose has a thorn. (Change into negative)

(iii) If you listen to me, I will tell you all. (Change into compound sentence)

(iv) It is foolish to waste time in reading trash. (Change into interrogative sentence)

(v) No worker is as hardworking as Rahul. (Change into comparative degree)

(vi) I know the supervisor. (Change the voice)

(vii) The tree is too high for me to climb. (Use so that)

(c) Fill in the blanks with appropriate prepositions. (any *five*) :   1×5=5

(i) They are ____ the kitchen.

(ii) He is devoid _____ common sense.

(iii) I will call _____ work.

(iv) I look forward _____ seeing you.

(v) I turned the TV _____ .

(vi) Who did you talk _____ .

(vii) The villagers use water _____ the river.

(d) Make sentences to illustrate the use of the following phrases : (any *five*)   1×5=5
in black and white, all eyes, break the ice, hot potato, at the drop of a hat, blessing in disguise, best of both world, lion's share, tooth and nail.

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

(i) What do you understand by barriers in the communication process ? What are the different types of barriers ' in communication ? Write about semantic barrier.   2+2+6=10

(ii) What are the different forms of audience analysis ? 10

Or

What are circular letters ? What are the objectives of a circular letter ? Differentiate between a circular letter and a complaint letter. 2+2+6=10

(iii) Distinguish between Brainstorming and Nominal Group Technique. 10

(iv) What are the 7 C's of effective communication ? 10

Or

What are the advantages of an informal communication network ? 10

(B) Answer any *two* of the following :

10×2=20

(v) On behalf of Messrs S. J. Mirje and Sons write a circular announcing the opening of their new sales depot of Godrej products at Lokhra. 10

Or

Write a reply to an enquiry for catalogue and price list for sports goods from Amateur Sports' Club. 10

(vi) Write a sales letter to promote the sales of a tourism package offered by Horizons Travel Agency. Give details of the luxurious vacation offer for families – discount in rates, accommodation, transportation, hassle free ten day tour across North India – and persuade your prospective clients to avail this exciting offer. 10

Or

Write a press release of the chief minister's visit to your college on the occasion of the silver jubilee celebrations. 10

(vii) You are a graduate in commerce. Write a letter to the Manager of SBI, Dispur branch, requesting for a loan for your start up venture of a health care restaurant that would offer healthy, tasty and nutritious food. 10

(viii) Write a credit refusal letter to M/s Aakash Traders stating that a continuous transaction for a minimum period of two years is the prequisite for providing credit facility. 10

Or

You placed an order for garments with Fashion House, 89, S.V.P. Road, Opera House, Mumbai stating that the goods are to be delivered before 10th April, which is the festival season. Write a letter cancelling the order as the order was not delivered in time.   10

Or

Write a letter to the Editor of an English daily either on the impact of Demonetisation in India or protesting against rhino-poaching.