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4 (Sem-2) CAFE-I

2019

**COMMUNICATIVE AND
FUNCTIONAL ENGLISH - I**

Paper : 201

Full Marks - 80

Pass Marks - 24

Time - Three hours

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

1. State whether the following statements are true or false (any ten) : 1×10=10
- (a) The purpose of a business letter is to build goodwill and it can only be achieved by suggesting a positive action.
 - (b) The ability to communicate well overshadows all other soft skills.
 - (c) A sales letter is nothing but an advertisement aimed at a carefully selected group.
 - (d) Without analysing the audience the chances of effectiveness of communication increases.

[Turn over

- (e) In a political campaign, the public who listens to the speech of the political leader is the secondary audience.
- (f) Telecommunication is the next substitute for face to face communication.
- (g) Telephone is the most suitable means to convey long message.
- (h) The negative attitude of subordinates is not a barrier to an effective organizational communication.
- (i) A communication network is the structure that is built up along hierarchical or person to person relationship in an organization.
- (j) The resume has no role to play in influencing the subsequent interaction of a job interview.
- (k) Jargon should be avoided when talking to some one unfamiliar.

2. Answer any *five* of the following questions :

2×5=10

- (a) What are the elements of a communication process ?
- (b) What is proxemics in communication ?

- (c) Write two disadvantages of non-verbal communication.
 - (d) Give two examples of one way communication.
 - (e) Give the definition of report used in business.
 - (f) What do you understand by horizontal communication ?
 - (g) Mention two advantages of an e-mail.
3. Answer the following questions. $5 \times 4 = 20$
- (a) Correct any *five* of the following sentences : $1 \times 5 = 5$
- (i) Either the Prime minister or his ministers is to blame.
 - (ii) He was so fat and he could not get through the door to the dining room.
 - (iii) She is neat but fairly slow.
 - (iv) We should fight evil with tooth and nail.
 - (v) He was elected as President.
 - (vi) This flower is more lovelier than the other.

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

1×5=5

(i) Either Peter or I (is) going to look after it. (Put the correct verb form)

(ii) He said that he would write the report. (Change into direct speech)

(iii) The earth is round. We can prove it. (Convert into complex sentence)

(iv) He must confess his fault or he will be fined. (Use unless).

(v) The razor is not sharp as that one. (Change into comparative degree)

(vi) Can the glory of the Indian Army ever fade? (Change into negative)

(vii) His question was useless. It made the teacher angry. (Combine into a single sentence)

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

(i) Hatred is contrary _____ human nature.

(ii) The villagers use water _____ the well.

(iii) The dog is sleeping ——— the tree.

(iv) Health is essential ——— a peaceful life.

(v) He is scared ——— his brother.

(vi) The diver remained ——— water for a few minutes.

(vii) Spicy food is never conducive ——— health.

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

(i) Lagbehind

(ii) Tooth and nail

(iii) Smell a rat

(iv) Part and parcel

(v) Weal and woè

(vi) Take into account

(vii) Lion's share

(viii) Cock and bull story

(ix) Bag and baggage

(x) Blessing in disguise.

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

- (a) Communication is essential for a business organization as breath is for life. Do you agree ? Explain. 10

Or

What is effective communication ? What are the different skills necessary for a person to become an effective communicator. $4+6=10$

- (b) "Sales letter is nothing but an advertisement." Why is it said so ? Why are sales letter, longer than other forms of business letters. $5+5=10$

Or

What are the different types of intra-organizational correspondence ? What is the purpose of writing a circular ? $5+5=10$

- (c) What are the various forms of non-verbal communication ? Explain. 10

Or

Discuss the different dimensions of communication in an organization. 10

(B) Answer any *two* of the following : $10 \times 2 = 20$

- (a) Write a letter of complaint to the Manager of a departmental store about the rude and uncivilized behaviour of one of their salesman at the counter.

Or

Write a first collection letter to M/S. Shreeji Chemicals to gently remind them about their overdue balance. You are the wholesale supplier of disinfectants and household cleaners and Shreeji Chemicals has been your regular customer for a long time.

- (b) Draft an order letter for 300 numbers of refrigerators to M/S. Thompson Electricals asking them to supply the goods before 1st July, 2019. Request for extra cushioning while packaging to avoid any damage in transit.

Or

You are the Sales Manager of Twinkle Stars Electricals. Draft a circular to dealers to announce festival season discount in all household electrical appliances.

- (c) Draft an application for the post of a HR trainee in Shine group of hotels. Refer to their advertisement in The Times of India mentioning your qualification and skills. Address your application to the HR Manager of the concerned group.

Or

You are the Senior Executive of a bank. Write a goodwill letter to a valued customer of your bank appreciating his long-term association and promising a host of services and facilities.

Or

As the Executive Director of R. J. Housing Associates, write a memo requesting reports from all departmental heads for quarterly evaluation.