

BUSINESS ENGLISH
(HMTS 1102)

Time Allotted: 3 hrs

Full Marks: 70

Figures out of the right margin indicate full marks.

Candidates are required to answer Group A and

Any 5 (five) from Group B to E, taking at least one from each group.

Candidates are required to give answer in their own words as far as practicable.

Group - A

(Multiple Choice Type Questions)

1. Choose the correct alternative for the following: **10 × 1= 10**
- (i) Which of the following is not a part of the structure of a formal report?
 (a) Methodology (b) Executive summary
 (c) Letter of Transformation (d) Preface.
- (ii) Choose the correct statement:
 (a) Memos never contain proposals or requests for proposals
 (b) The tone of memos is generally conversational because the communicators are unfamiliar with one another
 (c) Internal communication is essential for the internal functioning of an organization
 (d) The advantages of using e-mail do not include easy upward communication.
- (iii) Antonym of Sceptic is
 (a) critic (b) believer
 (c) radical (d) non-conformist.
- (iv) Identify the best way to express the intended idea in the following:
 (a) I like her childish face (b) I like her childlike face
 (c) I like her face like a child (d) I like her face like child.
- (v) Study the following communicative situation to identify communication barrier. If the situation involves communication barrier tick **Yes** but if it does not involve a barrier tick **No**
- Your communication teacher is very angry with you because you did not submit an important assignment as per the deadline set by

him/her. You want to explain the reasons for the delay. You go and meet him/her personally.

(a) Yes (b) No

- (vi) Which of the following statements about objectivity in oral communication is false?
 (a) In order to be objective generalised information should be presented.
 (b) In order to be objective information should be presented without distortion.
 (c) In order to be objective personal bias or prejudice should be avoided.
 (d) In order to be objective only validated information should be presented.
- (vii) Choose the correct tense.
 The astrologer ----- his business by the light of a flare.
 (a) transact (b) transacted
 (c) transacting (d) none of these
- (viii) Change from direct to indirect speech.
 She gasped, "You tried to kill!"
 (a) She gaspingly exclaimed that he had tried to kill.
 (b) She gaspingly exclaimed whether he was trying to kill.
 (c) She gaspingly exclaimed he had been trying to kill.
 (d) None of these.
- (ix) Change from active to passive voice.
 "Mr. White dropped it back into his pocket".
 (a) It was dropped back into his pocket by Mr. White
 (b) Mr. White had been dropping it back into his pocket
 (c) It was being dropped back into his pocket by Mr. White
 (d) It will be dropped back into his pocket by Mr. White.
- (x) Which of the following is not an aspect of style in technical communication?
 (a) objectivity (b) subjectivity
 (c) clarity (d) precision.

Group - B

2. (a) Draw the Schramm's model of communication. Mention at least three advantages of the model.
 (b) Write about three interpersonal barriers and give examples of each.
- 6 + 6 = 12**
3. (a) Discuss any four barriers to communication and substantiate your answer with appropriate examples.

- (b) "My father sees me reading newspapers every day. Today he asked me about the 'Big Bang -the biggest experiment ', but I could not give any information. I read only sports news". Identify the communication barrier involved in this statement and discuss how it effects communication negatively.

8 + 4 = 12

Group - C

4. (a) As a subscriber write an email to Vodafone Customer Service for incorrect billing in your postpaid no. Assume necessary details.
- (b) Keeping in view the elements of effective letter writing style, rewrite the following expression taken from a business letter.

We beg to state that we are interested in getting waterproof garments for our delivery boys who deliver food door to door on order without stopping even in rainy seasons and not stopping even in cities that are known for their endless rains. Hence we wish to know whether you can supply us 100 pairs of garments for our boys so that they can carry out orders without getting drenched in the rain whenever required.

6 + 6 = 12

5. (a) Based on a survey of small and medium scale enterprises in your neighbourhood, write a letter report to the National Skill Development Corporation, presenting data, inferences and suggesting localised skills training for women entrepreneurs.
- (b) As the Student Council Secretary write a notice along with the agenda for a meeting to discuss the first cultural fest of your Institute.

6 + 6 = 12

Group - D

6. Read the poem the answer the questions that follow:

When my mother died I was very young,
And my father sold me while yet my tongue
Could scarcely cry " 'weep! 'weep! 'weep! 'weep!"
So your chimneys I sweep & in soot I sleep.

There's little Tom Dacre, who cried when his head
That curled like a lamb's back, was shaved, so I said,
"Hush, Tom! never mind it, for when your head's bare,
You know that the soot cannot spoil your white hair."

And so he was quiet, & that very night,
As Tom was a-sleeping he had such a sight!
That thousands of sweepers, Dick, Joe, Ned, & Jack,
Were all of them locked up in coffins of black;

And by came an Angel who had a bright key,
And he opened the coffins & set them all free;
Then down a green plain, leaping, laughing they run,
And wash in a river and shine in the Sun.

Then naked & white, all their bags left behind,
They rise upon clouds, and sport in the wind.
And the Angel told Tom, if he'd be a good boy,
He'd have God for his father & never want joy.

And so Tom awoke; and we rose in the dark
And got with our brushes & our brushes to work.
Though the morning was cold, Tom was happy & warm;
So if all do their duty, they need not fear harm.

- (i) Explain the idea expressed in this poem.
- (ii) Identify and write the rhyme scheme of the poem.
- (iii) Identify and explain the figure of speech used in the second stanza of the poem.

6 + 3 + 3 = 12

7. "You, created only a little lower than
The angels, have crouched too long in
The bruising darkness
Have lain too long
Facedown in ignorance,
Your mouths spilling words
Armed for slaughter.

The Rock cries out to us today,
You may stand upon me,
But do not hide your face".

- (i) Identify at least two figures of speech from the stanza and explain them.
- (ii) Write about the theme of the poem as understood from the extract.
- (iii) Give the extract a title of your own and justify it.

6 + 3 + 3 = 12

Group - E

8. Rewrite the passage in your own words in reported speech.

The night was cold and wet, but in the small parlour of Laburnum villa the blinds were drawn and the fire burned brightly. Father and son were at chess; the former, who possessed ideas about the game involving radical chances, putting his king into such sharp and unnecessary perils that it even provoked comment from the white haired old lady knitting placidly by the fire.

"Hark at the wind," said Mr. White, who, having seen a fatal mistake after it was too late, was amiably desirous of preventing his son from seeing it.

"I'm listening," said the latter grimly surveying the board as he stretched out his hand. "Check".

"I should hardly think that he's come tonight," said his father, with his hand poised over the board. "Mate," replied the son.

"That's the worst of living so far out," balled Mr. White with sudden and unlooked-for violence; "Of all the beastly, slushy, out of the way places to live in, this is the worst. Path's a bog, and the road's a torrent. I don't know what people are thinking about. I suppose because only two houses in the road are let, they think it doesn't matter."

"Never mind, dear," said his wife soothingly; "perhaps you'll win the next one". Mr. White looked up sharply, just in time to intercept a knowing glance between mother and son. The words died away on his lips, and he hid a guilty grin in his thin grey beard. "There he is," said Herbert White as the gate banged too loudly and heavy footsteps came toward the door.

12

9. Rewrite the following dialogues in your own words retaining the dramatic impact of the literary expressions from the play *Lithuania*.

(i) Stranger: It must be frightfully lonely here. I should think it would get on one's nerves. To hear the wind in the branches, and watch the night coming on, month after month.

(ii) Stranger: I'm afraid I've robbed you of the best part of your meal. I must apologise! But I'll pay for it. You shan't regret your hospitality.

(iii) Father: I'm going down to the shop to get drink. I've got a few kopeks. I'll get so I can do it. I'll drink till I'd stick Almighty God.

(iv) Mother: A lot of young men smell you out, don't they?

(3 + 3 + 3 + 3) = 12