

B.Tech/AEIE/BT/CE/CHE/CSE/ECE/EE/IT/ME/1st Sem/HMTS-1101/2014

2014

BUSINESS ENGLISH
(HMTS 1101)

Time Alloted : 3 Hours

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) Synonym for bewilder
 - (a) perplex
 - (b) contest
 - (c) engage
 - (d) conducive
 - ii) Synonym for enhanced
 - (a) improved
 - (b) worsened
 - (c) endangered
 - (d) maligned
 - iii) Antonym for obscure
 - (a) distinct
 - (b) discover
 - (c) disgust
 - (d) dismay

- iv) Antonym for Vaguely
(a) obscurely (b) hastily
(c) hazily (d) clearly
- v) Next to him _____ vociferousness came a vendor of fried groundnut.
(a) at (b) in
(c) about (d) on
- vi) This _____ him to their hearts immediately.
(a) endear (b) having endeared
(c) endeared (d) have endeared
- vii) He sat alone in the darkness, gazing _____ the dying fire, and seeing faces in it.
(a) in (b) beside
(c) at (d) within
- viii) He sat _____ blankly out at the window.
(a) stare (b) staring
(c) having stare (d) stared
- ix) I only stepped _____ for a minute.
(a) in (b) on
(c) into (d) onto
- x) I don't have _____ money to buy a new computer.
(a) too much (b) very much
(c) enough (d) little

GROUP - B

2. (a) Apart from the informal channel Grapevine, there are four formal channels through which information is transmitted in an organisation. Explain how these formal channels function with suitable examples.
- (b) The process of effective communication involves five stages. Elaborate. **6+6 = 12**
3. (a) Non-verbal communication is expressed through a variety of ways. Comment on how Paralinguistics, Kinesics and Proxemics are significant means of communicating non-verbally.
- (b) Diagrammatically represent the Shannon-Weaver Model of Communication. Discuss three advantages/ Strengths of the Model. **6+6 = 12**

GROUP - C

4. (a) A senior Manager of your company has been found passing vital information about a tender to an old supplier. In the capacity of the company Director frame a disciplinary memorandum as a warning note addressed to the concerned employee for his/her deed.
- (b) As the Project Manager of YTM Computer Solutions, compose an e-mail to the Delivery Manager of your project notifying theme about the misuse of official e-mail as being practised by the project assingnees. **6+6 = 12**
5. Siksha, an NGO plans to set up a orphanage along with a primary school in South Kolkata. You are a Mamber of the Planning Committee that has been tasked to visit the proposed site and submit a memo report on the feasibility of constructing the orphanage at the given site. Submit your report accordingly. **12**

Group - D

6. As the Purchase Manager of Hi-tech Training Institute, 20 Rashbehari Avenue, Kolkata- 700026, you had ordered 100 computers from HP (Hewlett Packard), 105 M. G. Road, Mumbai- 400036. When the consignment arrived, you found that some of the computers are in damaged condition. Write a claim letter to the Sales Manager of the company asking for repair or replacement of the items. **12**
7. As the CFO of Texas Motors write a meeting notice along with an agenda to the Project Heads inviting them to a discussion on spending an allocated budget for the Company's CSR activities or social service. **12**

GROUP - E

8. (a) In *Night of the Scorpion* Nissim Ezekiel presents a picture of the rural India of his time. In about 100 words make a short comparative study of Ezekiel's India and today's rural India indicating the changes, if any.
- (b) At the end of *The Monkey's Paw*, Mrs. White is thoroughly disappointed on finding no one at the door. Rewrite the ending of the short story in your own way trying to retain the suspense, horror and mystery of W. W. Jacobs. (100 words) **6+6 = 12**
9. (a) In R. K. Narayan's *An Astrologer's Day* the titular character became an astrologer by chance. In about 100 words comment on how he managed to control his own destiny when he met Guru Nayak.
- (b) How would you correlate the movement of the palanquin to the shifting thoughts of the bride being carried in it? Give your answer according to the way you understand the poem. **6+6 = 12**