

**ORAL AND WRITTEN COMMUNICATIONS
(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) It is not an element in the basic process of communication
(a) Feedback (b) Channel
(c) Receiver (d) Gatekeeper.
- (ii) It is most important for engaging in Mass Communication
(a) Non-verbal cues (b) Written messages
(c) Technology (d) Time management.
- (iii) 'Noise' in a communication process refers to
(a) Multiplicity of messages (b) Sender's lack of subject knowledge
(c) Rumours (d) Barriers
- (iv) 'Grapevine' communication occurs at -
(a) Intrapersonal level (b) Extrapersonal level
(c) Interpersonal level (d) Organizational level.
- (v) Choosing a suitable dress for an occasion refers to which non-verbal element of communication
(a) Haptic (b) Artifact (c) Proxemics (d) Olfactics.
- (vi) While writing business letters, we should use
(a) the British format
(b) the American format
(c) either of these
(d) the format which is recommended by the organization
- (vii) Descriptive writing appeals to the
(a) senses of sight, hearing, smell, touch and taste
(b) sense of sight only
(c) senses of sight and hearing
(d) senses of sight and smell

- (viii) The root word 'Psyche' in psychology, psychiatrist and psychopath means
(a) mind (b) fear (c) love (d) stress.
- (ix) When you send instructions about a new business procedure to a junior in your organisation, what channel are you using?
(a) upward (b) horizontal
(c) downward (d) diagonal.
- (x) Memo is
(a) as formal as a letter (b) less formal than a letter
(c) informal in nature (d) more formal than letters.

Group- B

2. (a) Non-verbal communication can grossly affect the meaning-making process in communication. Validate the above statement by making reference to 1) kinesics 2) haptics and 3) paralinguistics. [(CO4 & CO5) (Remember/LOCQ)]
(b) What are the various barriers to communication? [(CO2) (Remember/LOCQ)]
6 + 6 = 12
3. (a) '*Grapevine*' must be considered as important in organizational communication, as it helps in providing solutions to complex workplace issues. Discuss the validity of the above statement by citing suitable examples.
[(CO3 & CO6)(Remember/LOCQ)]
(b) Describe the following in about 30 words each. [(CO3)(Understand/LOCQ)]
i) Proxemic ii) Extrapersonal Communication.
8 + 4 = 12

Group - C

4. (a) Write a letter placing order for 150 computers for setting up a smart class in your school. Assuming yourself to be the Principal of the school, write a letter to Digitech Systems Pvt. Ltd. [(CO1&CO2)(Analyze/IOCQ)]
(b) What is a memo? Write any two points of difference between the memo and the letter. [(CO1 & CO2) (Analyze/LOCQ)]
8 + (2 + 2) = 12
5. (a) Study the following sentences from a business letter –
I am the Manager – Sales of Digtech Systems Pvt. Limited. A few days back, I received your complaint regarding installation of a large number of computers. I am surprised that you have complained about our technicians not visiting you on the same day that the laptops were delivered. This clearly suggests that you have not read the terms and conditions carefully. We can send our technician at your place after about 7 or 8 days.
The above lines from an adjustment letter lack adherence to some of the 7 Cs of communication. Identify any 2 such features and, rewrite the sentences after duly incorporating these features. [(CO2 & CO3 (Analyze/IOCQ))]

- (b) You are the office-in-charge of a garment manufacturing company. A team of foreign clients is going to visit your office next week. What written forms of communication will you choose to i) inform all employees about the proposed visit and, ii) all department heads for preparing the documents for the client visit. Give reasons for your answer. [(CO2 & CO3)(Analyze/IOCQ)]

7 + 5 = 12

Group - D

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

Driving from my parent's
home to Cochin last Friday
morning, I saw my mother,
beside me,
doze, open mouthed, her face
ashen like that
of a corpse and realised with pain
that she was as old as she
looked but soon
put that thought away, and
looked out at Young
Trees sprinting, the merry children spilling
out of their homes, but after the airport's
security check, standing a few yards
away, I looked again at her, wan, pale
as a late winter's moon and felt that old
familiar ache, my childhood's fear,
but all I said was, see you soon, Amma,
all I did was smile and smile and
smile.....

- (i) Analyse the figurative language in the poem with reference to the use of 1) simile 2) metaphor 3) personification and 4) alliteration
(ii) Is there any rhyme scheme in the poem? If not, what do you call such a verse?
(iii) Expatriate on the theme of the poem. [(CO5)(Evaluate/HOCQ)]

(8 + 2 + 2) = 12

7. (a) A low grunt resounded from the top of the cutting. In a second Baldeo was awake, all his senses alert. Only a tiger could emit such a sound. There was no shelter for Baldeo, but he grasped his axe firmly and tensed his body, trying to make out the direction from which the animal was approaching. For some time there was only silence. Even the usual jungle noises seemed to have ceased altogether. Then a thump and the rattle of small stones announced that the tiger had sprung into the cutting. Baldeo, listening as he had never listened before, wondered if it was making for the tunnel or the opposite direction the direction of the hut, in which Tembu would be lying unprotected. He did not have to wonder for long. Before a minute had passed he made out the huge body of the

tiger trotting steadily towards him. Its eyes shone a brilliant green in the light from the signal lamp.

Rewrite the above passage from the story The Tiger in the Tunnel replacing the descriptive words and expressions with those of your own.

[(CO4)(Analyse/IOCQ)]

- (b) I wandered lonely as a cloud
That floats on high o'er vales and hills,
When all at once I saw a crowd,
A host, of golden daffodils;

Beside the lake, beneath the trees,
Fluttering and dancing in the breeze.

Continuous as the stars that shine
And twinkle on the milky way,
They stretched in never-ending line
Along the margin of a bay:
Ten thousand saw I at a glance,
Tossing their heads in sprightly dance.

Identify at least two figures of speech from the given lines. Provide 2 examples for each the figures of speech from any other poem / prose known to you.

[(CO4) (Remember/LOCQ)]

8 + 4 = 12

Group - E

8. (a) You have been asked by your office to visit one of your clients in UK. Upon reaching there, you find 2 members particularly racist in their observations about people from India. They bring in references of India's colonial past and implicitly and explicitly suggest that your culture is inferior to theirs. This includes comments regarding poor eating habits, clumsy dress sense, messy table manners, poor time management, lack of civic sense (as can be seen on Indian roads).

You feel inclined to answer them in the same tune.

Q. Would you do so? Suggest how you would handle the situation. (190 – 200 words.)

[(CO 5/Evaluate HOCQ)]

- (b) Ms Nalini has recently joined as a Math teacher in a reputed English medium school. After some days, students begin to complain about her heavily accented English, which she has acquired from her convent education followed by another 5 years of study in a US University. The students are unable to understand most of what Ms. Nalini is teaching in the classes. The matter is brought to the Principal's notice. You are the Principal. Suggest what would you do to amicably resolve the situation? [CO2) (Evaluate/IOCQ)]

7 + 5 = 12

9. (a) Write a conversation between a boss and his subordinate. The subordinate is upset about not being given a salary hike and talks about looking for better job

prospects. The boss tries to convince that everything will soon be fine. Write in dialogue format. [(CO5& CO4) (Evaluate/HOCQ)]

- (b) Narrate a first or second-hand experience that you may have undergone about handling conflict. [(CO4 & CO6) (Evaluate/HOCQ)]

7 + 5 = 12

Cognition Level	LOCQ	IOCQ	HOCQ
Percentage distribution	29.16.%	33.33%	37.5%

Course Outcome (CO):

After the completion of the course students will be able to

1. Write business letters and reports
2. Communicate in an official and formal environment.
3. Effectively use the various channels of communication at work place.
4. Use language as a tool to build bridges and develop interpersonal relations in multi-cultural environment.
5. Learn to articulate opinions and views with clarity.
6. Use various techniques of communication for multiple requirements of globalized workplaces.

*LOCQ: Lower Order Cognitive Question; IOCQ: Intermediate Order Cognitive Question; HOCQ: Higher Order Cognitive Question

Department & Section	Submission Link
MCA	https://classroom.google.com/c/NDEwNDU3NzY2OTY2/a/NDY4MjA1MzA1Mjgx/details