

**ORAL AND WRITTEN COMMUNICATION
(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) If there is unnecessary information being shared in an organisation, what would you call it
(a) channel capacity (b) information overload
(c) too many transfer stations (d) inappropriate media.
- (ii) If you are interacting with your pet at home, what level of communication are you indulging in
(a) interpersonal (b) organisational
(c) intrapersonal (d) extrapersonal.
- (iii) As a sincere school teacher Geetika conducts her classes well, but her pronunciation and speed of speaking causes students to face difficulty. What specifically do you think she needs to improve on:
(a) Oral communication (b) Verbal communication
(c) Paralinguistics (d) One-way communication.
- (iv) The salutation in a letter refers to the
(a) words used to address or greet the recipient of the letter
(b) signature
(c) inside address
(d) enclosure.
- (v) One who looks at the bright side of things
(a) theist (b) optimist (c) heretic (d) omnipotent.
- (vi) 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.
- (vii) Grapevine communication is
(a) stringently structured
(b) it can spread information with great speed and at low or no cost
(c) it can formally track sources of information
(d) all official information can be circulated through it.

- (viii) Which of the following expresses meaning of the English idiom 'kick the bucket'?
- (a) To be angry (b) To die
(c) To discard (d) Something irrelevant.
- (ix) Which among the following describes best a 'technophile'?
- (a) Person interested and enjoys using technology
(b) Technology that improves life
(c) Technology that manages data/files
(d) Advanced technology.
- (x) Vocal cues in non-verbal communication is called
- (a) kinesics (b) proxemics (c) paralinguistics (d) chronemics.

Group – B

2. 'Verbal and non-verbal blend to make human communication more expressive'. Use examples from your life and interaction to explain the same in detail.

[(CO1)(Analyze/IOCQ)]

12

3. Draw an organizational flow chart to represent directions of information flow in your office.

[(CO2&3)(Understand/LOCQ)]

12

Group – C

4. (a) As the Team Leader of your project at Larsen & Toubro Ltd., write a notice informing your teammates about the changes in work schedule for an upcoming developmental project. Assume necessary details.
- (b) As the Project Head, write a congratulatory memo to your team for accomplishing the assigned work within the deadline and fulfilling client requirements. Assume necessary details.

[(CO4&CO3)(Remember/LOCQ)]

6 + 6 = 12

5. The Chairman of Hindus Computers Ltd., Dispur has felt the need for an intensive HR training programme for entry level and middle level managers. Hence he has asked you, being the Director of the company, to analyse the various areas in which training is required for them. You have collected data for this purpose which is tabulated below.

Analyse and interpret the data and draft a letter report to be submitted to the Chairman so as to enable him to organize an effective training programme.

Table showing training needs in percentage is provided below:

Level of managers	Soft Skills	Managerial Skills	Software Skills
Entry level	39.8	26.2	34
Middle level	34.4	23.3	43.3

[(CO 1, 2 & 3)(Evaluate/HOCQ)]

12

Group – D

6. Read the passage and answer the questions that follow.

I have, myself, full confidence that if all do their duty, if nothing is neglected, and if the best arrangements are made, as they are being made, we shall prove ourselves once again able to defend our Island home, to ride out the storm of war, and to outlive the menace of tyranny, if necessary for years, if necessary alone.

At any rate, that is what we are going to try to do. That is the resolve of His Majesty's Government - every man of them. That is the will of Parliament and the nation.

The British Empire and the French Republic, linked together in their cause and in their need, will defend to the death their native soil, aiding each other like good comrades to the utmost of their strength.

Even though, large tracts of Europe and many old and famous States have fallen or may fall into the grip of the Gestapo and all the odious apparatus of Nazi rule, we shall not flag or fail.

We shall go on to the end, we shall fight in France, we shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air, we shall defend our Island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills; we shall never surrender, and even if, which I do not for a moment believe, this Island or a large part of it were subjugated and starving, then our Empire beyond the seas, armed and guarded by the British Fleet, would carry on the struggle, until, in God's good time, the New World, with all its power and might, steps forth to the rescue and the liberation of the old.

- Churchill's speech 'We shall fight on the beaches'

Questions:

- (i) Analyse the speech and mention at least two positive aspects of this speech. (hint: structure, vocabulary)
 - (ii) What do you think is the purpose of this speech? What are the rhetorical devices used by the speaker to make this an effective speech? [[C03&5](Evaluate/HOCQ)]
- (6 + 6) = 12**

7. (i) Frame three sentences with the word 'Light' so as to bring out the literal and metaphorical usage of this word.
- (ii) Use the following words in sentences to communicate the difference in the meaning of the following words---treading, strolling and galloping.
- (iii) "Life's but a walking shadow; a poor player,
that struts and frets his hour upon the stage, and
then is heard no more: it is a tale told by an idiot,
full of sound and fury, signifying nothing"
- In the above lines three similes have been used to explain the meaning of life. Identify and explain them. [[C03 &5](Analyze/IOCQ)]

(3 + 3 + 6) = 12

Group – E

8. (a) Read the case given below and attempt the question based on the same.
Meera is shy and introvert. While she is happy to be so, her parents have decided to take her to a clinical psychologist who would help her become extrovert. All this,

since Meera has sought admission to a professional course which would allow her to explore job opportunities in another 3 to 4 years. Meera is at a loss of understanding. She knows she must do something to stop this. She must convince her parents that nothing is really wrong with her. And for this she must communicate.

Plan a communication strategy for Meera, so that she is able to convince her parents.

- (b) You and your boss have an argument about a presentation that you are to make in front of your client. Your boss wants you to incorporate certain information that would mislead the client. You refuse to this proposal and are at the risk of losing your place in the team. Write a short dialogue in about 70 – 80 words between your boss and you in which you try to explain your point of view. [(CO5&6)(Analyze/IOCQ)]

7 + 5 = 12

9. Write a note on importance of effective communication at workplace (from interview to one's professional interactions during job tenure). Use examples as required.

[(CO4) (Evaluate/HOCQ)]

12

Cognition Level	LOCQ	IOCQ	HOCQ
Percentage distribution	25	37.5	37.5

Course Outcome (CO):

The students will

1. Acquire competence in using English language to communicate.
2. Be aware of the four essential skills of language usage-listening, speaking, reading and writing.
3. Be adept at using various modes of written communication at work.
4. Be able to communicate effectively at workplace.
5. Be able to appreciate literature and learn to use various styles of expression. Further, be able to use figurative language to enhance the quality of expressions.
6. Learn to use language for communication at various cultural and social settings.

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