

Roll No.

7045

(4)

IBCA/AECI

Printed Pages—4]

Bachelor of Computer Application (First Semester) (CBCS)

Examination, January/February, 2022

COMMUNICATIVE ENGLISH

अवधि/Duration : 3 घंटे/Hours]

[पूर्णांक/Max. Marks : 40

[न्यूनतम उत्तीर्णांक/Min. Pass Marks : 16

Instructions :

1. The Question Paper is divided in *five* Units. Each unit carries an internal choice.
2. Attempt *one* question from each Unit. Thus attempt *five* questions in all.
3. All questions carry equal marks.
4. Assume suitable data wherever necessary.
5. English version should be deemed to be correct in case of any anomaly in translation.
6. Candidate should write his/her Roll Number at the prescribed space on the question paper.

Unit I

1. Explain how nonverbal communication could reinforce or contradict a verbal message.

(Or)

2. Fill in the blanks :

(i) Various means of sending information make communication together with each other

P.T.O.

- (ii) Noise, time & distance etc. are examples of barriers
- (iii) Source Encoding, Channel, Decoding and Reaction are the main of communication process.
- (iv) When the message from sender is not received by the receiver in its original form is known
- (v) Is the study of body language.

Unit II

3. Rewrite the following sentences, filling in the blank with a word opposite in meaning to the one printed in italics.

- (i) We prefer boys who are to those who are *rude*.
- (ii) Boys who are succeed, those who are *lazy* fail.
- (iii) *Forgiveness* is nobler than
- (iv) We prefer people who are to those who are *proud*.
- (v) The *innocent* often suffers for the

(Or)

4. Why Business Communication is called, "Life blood" of an organization?

Unit III

5. Choose the correct option :

- (i) Listening has been identified as one of the "seven habits of highly effective people" by :
 - (a) Lundsteen
 - (b) Stephen Covey
 - (c) Lee Iacocca
 - (d) Tom Peters

- (ii) The most basic type of listening is known as :
- (a) Discriminative listening
 - (b) Informational listening
 - (c) Critical listening.
 - (d) Biased listening.
- (iii) Dialogic listening is also known as :
- (a) Empathetic listening
 - (b) Therapeutic listening
 - (c) Relational listening
 - (d) Pseudo-listening
- (iv) Readability is determined mainly by :
- (a) Punctuation
 - (b) Length of words
 - (c) Active and passive voice
 - (d) Spelling
- (v) FOGINDEX is used to measure :
- (a) Clarity of message
 - (b) Courtesy of message
 - (c) Readability of message
 - (d) All the above.

P.T.O.

(Or)

- 6 You work in the purchasing department and must buy a new piece of equipment. You must first compare bids. You've done so and now must write a comparison-contrast memo explaining why you plan to purchase one piece of equipment versus another.

Unit IV

- 7 "Communication is a two way process of exchanging ideas or information between two human beings." Explain this statement with the help of a diagram.

(Or)

- 8 In your university hostel a boy saved the life of another boy by killing a snake that appeared in the room at night. Describe the brave deed in few sentences.

Unit V

- 9 How is a message prepared? Why proofreading is necessary for a good written message?

(Or)

- 10 You are Adesh Singh, Secretary, New Era Residency welfare society. Write a Notice informing the members about the security measures taken to provide safety to the colony.