

(2 Hours)

[Total Marks : 75

29/12/09

10:30 to 12:30

N.B. (1) Question No. 1 is compulsory.

(2) Attempt any four questions out of the remaining six questions.

(3) Figures to the right indicate full marks.

(4) Answers to all sub-questions should be attempted and grouped together.

1. (a) What is meant by Feedback ? Is it a part of communication cycle ? What role does it play in the process of communication ? 9
- (b) 'Socio'-psychological barriers can be overcome only by one's own efforts'. Discuss the statement giving examples of any three Socio-psychological barriers. 6

2. (a) Write short notes on any two :- 9
- (i) Techniques to improve public speaking
- (ii) Role played by gesture in body language
- (iii) Merits and demerits of oral communication.
- (b) Explain the need of external and internal communication in Business organisations. 6

3. (a) Comment on the difference between Hearing and Listening. What are the benefits of active listening ? 10

OR

- (a) Compare and contrast between Oral and Written Communication. 10
- (b) Define the following :- 5
- (i) Email (iv) Torch
- (ii) Drilling (v) Phonetics
- (iii) Calculator

4. (a) Part of your duties as Hostel Secretary on your campus include organising a health check-up for the hostel inmates. You have heard from your friends at another college that the Red Cross Society has conducted an effective health program on their campus. Therefore, write to the Incharge of the Red Cross Society enquiring if they will arrange a health check-up in your hostel. Give the all the details of your requirements. (Use semi block form). 8

OR

- (a) You want to renovate your office at Bandra-Kurla Complex. Write a letter of enquiry to Elegant Interior Decorators with special mention to the estimated cost of renovation. 8
- (b) Write an application letter in response to the following advertisement. Assume required qualifications :- 7

Wanted a Service Advisor at our Bangalore office. The candidate must have a Masters Degree in Computer Engineering with five years of relevant experience. A dynamic professional with excellent communication will be preferred. Please send your detailed resume to P. S. Toyato, 30 M. G. Lane, Bangalore. (Use complete Block format).

5. (a) Describe any one of the following objects by giving definition, diagram, description and working :- 10

(i) Voltmeter

(ii) Microscope

(iii) Transformer

(b) Match the following :- 5

(a) Resume (i) Our reference

(b) Full block form (ii) excess

(c) Letter head (iii) No indents

(d) FB/104/09 (iv) Logo/Emblems

(e) Surplus (v) C.V.

[TURN OVER

6. (a) Use any **three** sets of words to form a single sentence :-

- (i) Adverse - Averse
- (ii) Illicit - elicit
- (iii) Tribunal - Tribute
- (iv) Substantiate - Substantial.

(b) Provide **one** word substitute for the following sentences :-

- (i) The art of metal working.
- (ii) The art of measuring land.
- (iii) An instrument for measuring electric current.
- (iv) The scientific study of industrial art.
- (v) A place where manufacturer is carried on.
- (vi) Language which is confused an unintelligible.

7. Read the following passage and answer the questions given below :-

To me an Indian bazaar is source of endless delight and excitement. It is usually a series of plain wooden stalls on which are piled with unconscious artistry, brightly coloured fruits, vegetables, spices, gleaming silver jewellery, brilliant silk and cotton, or charming grotesque, painted wooden toys. The vendors who can't afford a stall sit on the payment outside the market, their baskets stacked behind them their wives in vivid cotton saris crouching in the shade and in front of them are spread carpets of scarlet. Chillies drying in the sun, small hills of saffron, turmeric, coriander, ginger, cinnamon – all the magical names of the old days of the spice trade with the Indies with a worn stone mortar and pestle the vendor or his wife will grind your spices for you, blending them according to your own particular taste and weigh them in tiny brass scales strung on twine and balanced delicately in one hand. In all transactions you receive an pleasantly individual attention, nothing standardized.

- (a) The skill with which the goods are arranged is described as unconscious artistry. "Unconscious artistry" here means. 2
- (i) a skilled art which is inherited and therefore unconscious.
 - (ii) a pleasing effect achieved without deliberate effort.
 - (iii) a highly intricate and deliberate effort which merely seems unconscious.
 - (iv) a subconscious skill which every individual possesses.
- (b) Which two phrases at the end of the passage contrast the Indian bazaar with another type of market ? 2
- (c) The author describes two types of vendors - those who have stalls and those who do not. How do the latter sell their goods ? 2
- (d) Find single words in the passage which mean the following :- 6
- (i) business dealing
 - (ii) strangely shaped
 - (iii) made the same
 - (iv) booths
 - (v) bowl
 - (vi) a short heavy instrument used for crushing something into powder.
- (e) It is usually a series of plain wooden stalls on which are piled with unconscious artistry :- 1
- (i) Rewrite the sentence using without instead of with.
 - (ii) What does it refer to in this sentence ?
- (f) Rewrite the following sentence adding which in the place indicated :- 1
- "With a worn stone mortar and pestle the vendor or his wife will grind your spices for you, which ... own particular taste."
- (g) The author's point of view in this passage is that of :- 1
- (i) an impartial observer
 - (ii) a disenchanted traveller
 - (iii) a buyer of rare and strange goods
 - (iv) an enchanted observer.