

NOTE:

1. Answer question 1 and any FOUR from questions 2 to 7.
2. Parts of the same question should be answered together and in the same sequence.

Time: 3 Hours

Total Marks: 100

1.

- a) What is the difference between Formal and Informal communication?
- b) What are the don'ts of listening?
- c) Why Communication is Key to Success in today's Business?
- d) Explain term : Communication Competence.
- e) Discuss the features of a good presentation.
- f) Explain white papers in the context of technical communication.
- g) You have been asked to appear for an interview for the post of a Project Leader in an I-T Company. What kind of questions would you prepare for? How would you handle a question that wants you to talk about your weak points?

(7x4)

2.

- a) Highlight the features of negotiation skills.
- b) Fill in the blanks with one of the words from the bracket that suits most appropriately:
 - i) She held the bag _____, even though her arm hurt _____.
 - a) Tight; badly
 - b) Tightly; bad
 - c) Tight; bad
 - d) Tightly; badly
 - ii) Both _____ are going to the beach.
 - a) He and I
 - b) Him and me
 - c) I and he
 - d) I and him
- c) Write a well-organized paragraph on ONE of the following topics:
 - i) Describe your favourite TV ad.
 - ii) Obsession can lead to negative effects.

(4+4+10)

3.

- a) Each sentence given below contains a possible grammatical mistake. Find the mistake and rewrite the sentence correctly.
 - i) My father knows well to teach English.
 - ii) We want a new house to live.
 - iii) I waited for you since 9 o'clock in the morning.
 - iv) Ram is suffering from fever since yesterday.
- b) Match the following words:

1. Commercial	a) international
2. Custom	b) advertisement
3. Obsession	c) aim/objective
4. Global	d) strong desire to do something
	e) tradition/practice

- c) Explain Gender differences in Listening.

(4+4+10)

4.

- a) Suppose the profit amount of a company is known. Rumour is spread that this much profit is there and on that basis bonus is declared.
Communication indicated above is _____
i) Horizontal communication
ii) Network Communication
iii) Grapevine Communication
iv) Vertical Communication
- b) List and explain any four communication barriers.
- c) The Principal of your college is worried about the amount of time faculties are spending during the lunch break. Draft a memo to be signed by him and circulated to all faculties, asking them to be at their desk during duty hours except when they have professional engagement.

(2+8+8)

5.

- a) 1. Choose the suitable topic sentence for the following paragraph:
He writes about his land, farming, and American life. He has written over 30 books. Berry lives on a small farm in Kentucky with his wife, Tanya. He uses his own hands or animals to do most of the work on the farm. He grows most of his own food, and he buys what he can't grow from his neighbours. His writing is often about his land, his farm, or his town.
a) Wendell Berry is a writer.
b) Wendell Berry lives on a farm in Kentucky.
c) Wendell Berry is an American writer and a farmer
2. Use one of the following words in a meaningful sentence:
Communication, Practice
- b) What is Performance Appraisal Interview?
- c) You have recently purchased a mobile from a local dealer. You are dissatisfied with its performance. The dealer has refused to look into the matter. Write a complaint email stating specific complaints to ABC Global, Mumbai, requesting them to direct the local dealer to look into the matter.

(4+4+10)

6.

- a) Discuss how one can be a good team player? Assume you are a team leader, what strategies would you adopt to help your team work together more effectively and efficiently?
- b) Explain Brainstorming.
- c) What is mock interview? What are the advantages of mock interview?

(7+4+7)

7.

- a) Explain the role of social networking in the business.
- b) You are a Final Year B. Tech student, who needs to undergo a 8-week technical internship in an organization. Write an application to Cognizant Technologies, Pune requesting for internship.
- c) Read the following passage; then answer the questions that follow:
1. Every society has to tell a story about happiness, about how individuals can satisfy themselves and feel good. According to advertisers, the way to happiness and satisfaction is through the consumption of objects in the marketplace. They say their products will make us happy.
2. However, the question that we need to ask is, "Is it true?" Does _____ come from material things? Do we get happier as a society as we get richer, as our standard of living increases, as we have more access to a large collection of objects?
3. The general answer to these questions is "no." What people say they really want out of life is good self-esteem, warm family relationships, tension-free leisure time, close and intimate friends, and romance and love. This is not to say that material products are not important. They form a necessary part of a good quality of life. But above a certain level of poverty and comfort, material things stop giving us the kind of satisfaction that the magical world of advertising insists they can deliver.

- i) A suitable title for this passage could be:
 - a) Advertising and Happiness
 - b) International Advertising Networks
 - c) The Rules of Advertising
- ii) The missing word in "Does _____ come from material things?" in paragraph 2 is
 - a) advertisement
 - b) question
 - c) happiness
- iii) According to the passage, material objects stop being very important to people when
 - a) people have low self – esteem
 - b) a certain level of comfort has been achieved
 - c) advertisers are happy and satisfied
- iv) The main idea of this passage is that _____.
 - a) advertising is what people want in life
 - b) products do not bring happiness
 - c) happiness is not important
- v) The word "warm" in paragraph 3 is:
 - a) Noun
 - b) Verb
 - c) Adjective

(6+6+6)

