

Total No. of printed pages = 3

**BCA 171102**

26/11/18

Roll No. of candidate

--	--	--	--	--	--	--	--	--	--	--

Library, G.I.M.T.

**2018**

**B.C.A. 1<sup>st</sup> Semester End-Term Examination**

**COMMUNICATIVE ENGLISH**

Full Marks – 70

Time – Three hours

The figures in the margin indicate full marks  
for the questions.

Answer Question 1 and any *four* from the rest.

1. Answer the following (True / False)      (10 × 1 = 10)
- (i) The main function of upward communication is providing direction and control. (T/F)
  - (ii) Informal communication channels transit official news through unofficial means (T/F)
  - (iii) Brainstorming is a planning technique in which you list ideas as they come to mind while free writing is an effective technique to generate ideas. (T/F)
  - (iv) In order to speak English clearly articulation has to be improved. (T/F)
  - (v) Noise is not a barrier to effective communication. (T/F)

[Turn over



- (vi) Technical communication skills are crucial to professional success today. (T/F)
- (vii) Application is a form of downward communication. (T/F)
- (viii) Memo is external communication. (T/F)
- (ix) Proper stress and intonation is important to send proper message to the receiver. (T/F)
- (x) Speaking is non verbal communication. (T/F)

2. Write short notes on any *three* of the following. (3 × 5 = 15)

- (a) Brainstorming
- (b) Difference between oral and written communication
- (c) Memorandum
- (d) Psychological barrier to communication
- (e) Sequence of ideas in writing

3. What is communication? Explain the stages of communication write a diagram. (15)

4. Answer any *three* of the following. (3 × 5 = 15)

- (a) Assume that you are A.K. Ghosh, the Managing director of Innovation Software, Limited. You have to write a memo to all your sales informing them that the company has decided to give an incentive at the rate of 5 percent to all the sales staff from July 2017.
- (b) Write a paragraph of 'My Hometown'.



- (c) Suppose you want to take a car loan from state Bank of India. Write a letter to the Chief Manager, SBI branch of your locality requesting him/her to send you all the information related to SBI car loans
- (d) Assume that you are Anil Saxena, the Purchase Manager of Alpha Engineering Company, Salt Lake City, Calcutta. Your company sent an order for 15 HP scanners (Model : Scan Set 3200c) to National Systems Ltd, Electronics City, Hosur Road, Bangalore 560100 on July 3, 2016, but you received only 12 scanner. Write a letter to Suresh Gautam. The GM (Sales and Marketing) of NSL making a complaint and asking him to send the remaining 3 scanners.
5. What are the barriers to effective communication? Explain. (15)
6. Write the difference between for verbal and non-verbal communication. What are the four types of Non-verbal communication. Write with suitable examples. (15)
7. Write a diagram explain the ten different pairs of a letters? Write the difference between letter and a memo. (10+5=15)
-