

## GANPAT UNIVERSITY

## M.TECH SEMSTER -II (CE/IT/EC) REGULAR EXAMINATION - JULY- 2013

## 3OS201: English Language and Communication Skills

MAXM TIME: 3 HRS

MAXM MARKS: 70

## Instructions:

1. Figures to the right indicate full marks
2. Each section should be written in a separate answer book
3. Be precise and to the point in your answer

## SECTION - I

Q.1 Discuss the following. (12)

1. Basic Principles of Communication
2. Levels of Communication

OR

Q.1 List out and elaborate with suitable examples the 7 qualities that make communication effective.

Q.2 (1) "The retention of what we listen goes down and down as time passes" - Explain the statement with reference to the experiment conducted by John Miller (12)

- (2) "Reading is a decoding of written words in order to construct and/or derive the meaning out of it." - Explain the statement.

OR

Q.2 (1) "A good listener is one who does not evaluate the content in simultaneity to the actual listening" - Explain the statement and discuss any three traits of a good listener.

- (2) "A good readers should possess knowledge of punctuations and paragraph structure" - Elaborate the statement.

Q.3 Do as directed. (11)

1. All formalities \_\_\_\_\_, the delegation entered the commissioner's office.

(have+accomplish)

2. I have lost all hope. Can any \_\_\_\_\_ change my fortune? (Insert proper form of 'occur')

3. The inflation is sharply rising. The Finance Ministry seems totally reluctant.

(Join the sentences using appropriate conjunction)

4. This has never happened in the past. It is my request that at least this time I \_\_\_\_\_ be permitted to voice my feelings! (Use appropriate Modal Auxiliary)

5. The recent announcement of year-end results by Infosys is significant in many ways.

(Identify underlined word)

6. The investigation of 2G spectrum scam is still on and it is \_\_\_\_\_ that it will surely bring some more names out. (Insert proper form of 'predict')

7. Most of the politicians do not practice what they \_\_\_\_\_.

(Insert proper form of 'preach')

8. Mountaineering is an adventurous sport and this is why very few audacious ones only cultivate its test. (Identify underlined word)

9. Would it be received in time? (Change the voice)

10. *Lost Cities* \_\_\_\_\_ discovery of many ancient civilizations. (Insert proper form of 'describe')

11. It is my order. \_\_\_\_\_ these stupid papers \_\_\_\_\_ at the earliest.



SECTION – II

- Q.4 (1) "Correctness and courtesy are key requirements for writing to be effective" – Explain with illustrations. (12)  
(2) "Written messages are more in preference to oral messages" – Discuss

OR

- Q.4 (1) "Business letter writing is an everyday activity in business organizations due to its authenticity" - Explain the statement with logical reasons.  
(2) Which features make business letter attractive and effective?
- Q.5 (1) "Overuse of abbreviations, idioms and phrases spoil the decorum of business writing" – Discuss. (12)  
(2) "Redundancy, circumlocution ambiguity are evils of written communication" – Elaborate.

OR

- Q.5 (1) Explain the role of 'Letter Head' and 'Signature' on a business letter.  
(2) How are salutation and complimentary close inter-related to each other?

- Q.6 Draft the following business letters. (11)

- (1) Respond to a retail show-room owner's inquiry for availing franchisee of Whirlpool Home Appliances.  
(2) Send a written complaint to the supplier for receipt of laptops with low configuration.

----- END OF PAPER -----