

(d) Barber

- 1-d. Things will get better----- (CO2) 1
- (a) In general
 - (b) Originally
 - (c) Over Time
 - (d) Public
- 1-e. Which of these is the third step in the listening process? (CO3) 1
- (a) Stop Talking
 - (b) Receiving
 - (c) Interpreting
 - (d) Responding
- 1-f. A serious listener concentrates on: (CO3) 1
- (a) the message
 - (b) speaker's body language
 - (c) speaker's physical appearance
 - (d) other thoughts
- 1-g. Which of these terms refer to the study of speech process? (CO4) 1
- (a) phonology
 - (b) phonetic substance
 - (c) phonetics
 - (d) morphology
- 1-h. Identify the consonant sound from the word 'Yes' . (CO4) 1
- (a) /e/
 - (b) /y/
 - (c) /j/
 - (d) /a:/
- 1-i. A _____ speaker looks into the eyes of the audience. (CO5) 1
- (a) confident
 - (b) impatient
 - (c) rude
 - (d) impolite
- 1-j. Which of these should be avoided for an effective speech? (CO5) 1
- (a) determination of the purpose

- (b) selection of message
- (c) lack of interest
- (d) selection of theme

2. Attempt all parts:-

- | | | |
|------|---|---|
| 2.a. | What is extensive reading? (CO1) | 2 |
| 2.b. | Write the full form of RADAR. (CO2) | 2 |
| 2.c. | What is active listening? (CO3) | 2 |
| 2.d. | Stress- timed languages have stress syllables at irregular intervals. Is the above statement true or false? (CO4) | 2 |
| 2.e. | Write a rhyming word each for 'bound' and 'care'. (CO5) | 2 |

SECTION B

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3. Answer any five of the following:-

- | | | |
|------|---|---|
| 3-a. | Write in detail the importance of chart, diagram and graph. (CO1) | 6 |
| 3-b. | Look at the advertisement (CO1) | 6 |

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iv Meeting legal requirements

v Obtaining finance

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vii Recruiting and training staff

viii Promoting products and services

For parts A-E, decide which service (i-viii) would be suitable for each person. Don't Select any letter more than once. A. Margaret Williams needs help in choosing the business loan with the most competitive terms. ____

B. Ibrahim Shah wants to be sure that there will be enough demand for his product. ____

C. Maria Fernandez would like some advice about where to advertise a new line of goods. ____

D. Kim Seng wants to research new laws on constructing buildings. ____

E. Peder Andersen needs to know whether his existing funds are enough to set up his business. ____

- | | | |
|------|---|---|
| 3-c. | What do you understand by redundancy? Explain with example. (CO2) | 6 |
|------|---|---|

- 3-d. Write 3 words each which have been borrowed from French and Hindi and which are used in English language. (CO2) 6
- 3.e. What are the barriers to active listening? (CO3) 6
- 3.f. What is the need of audience analysis? (CO4) 6
- 3.g. Discipline is a very important ingredient of an effective presentation. Elaborate. (CO5) 6

SECTION C

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4. Answer any one of the following:-

- 4-a. How does economising with words help the readers understand the text better? (CO1) 10
- 4-b. Differentiate between Churning and Assimilation. (CO1) 10

5. Answer any one of the following:-

- 5-a. You work in the Human Resource Department and are going to interview some candidates for a new sales post. The best of the candidates has just emailed you to say that he is no longer interested in the post.
Write an email to the sales manager:
• Saying which candidate has withdrawn
• Explaining why he is no longer interested
• Suggesting a meeting time to discuss the remaining application
Write 35 – 45 words on your answer sheet. (CO2) 10
- 5-b. Explain the following compound words - Mobile Phones, Study Table, Lab Report, Eyedrop, Pen Stand, Ceiling Fan, Weighing Machine, First Aid, Sunglasses and Hand Brake. (CO2) 10

6. Answer any one of the following:-

- 6-a. Communication depends on listening. How? (CO3) 10
- 6-b. Listening is a very crucial part of communication, however, most people consider it not to be so. Discuss the statement in the light of professional communication. (CO3) 10

7. Answer any one of the following:-

- 7-a. What are micro skills of speaking? Discuss with examples. (CO4) 10
- 7-b. Discuss the difference between syllable and phoneme with suitable examples. (CO4) 10

8. Answer any one of the following:-

- 8-a. What does outline of a presentation refer to? (CO5) 10

8-b. How do you limit distractions when you are at your workplace? (CO5)

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