2012

Time: 3 hours

Full Marks: 80

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Answer from both the Groups as directed.

Group – A

(Objective Type Questions)

Answer all questions: 2x10 = 20

1. Choose the correct answer of the following:

(a) "Jogging is a good exercise." The underlined word is:

(i) Noun
(ii) Pronoun
(iii) Verb
(iv) Adjective

CX – 3/3 (Turn over)
(b) Words having similar sound and different meanings are called:
   (i) Vowels
   (ii) Diphthongs
   (iii) Homophones
   (iv) Consonants

(c) Advertisements are the form of presentation:
   (i) Formal
   (ii) Non-personal
   (iii) Personal
   (iv) Informal

(d) We obtained knowledge after processing:
   (i) Information
   (ii) Idea
   (iii) Data
   (iv) All of these

(e) Which is odd man out?
   (i) Simplex
   (ii) Half Duplex
   (iii) Duplex
   (iv) Semantic
(f) After coding, we go for:
   (i) Sending
   (ii) Receiving
   (iii) Decoding
   (iv) Action

(g) In Downward communication, we have:
   (i) Command
   (ii) Control
   (iii) Both (i) and (ii)
   (iv) None of these

(h) Communication is a __________ way process.
   (i) Eight
   (ii) Two
   (iii) Five
   (iv) Three

(i) A group discussion is coordinated by a person known as:
   (i) Leader
   (ii) Moderator
   (iii) Active listener
   (iv) Coordinator

CX = 3/3 (3) (Turn over)
(j) The word which tells us more about a noun or a person is called:

(i) Adverb
(ii) Verb
(iii) Adjective
(iv) Transitive Verb

Group – B

(Long-answer Type Questions)

Answer any four questions: 15×4 = 60

2. What are the different types of Correspondence? Explain the role and functions of correspondence in Office Management.

3. How will you prepare yourself for facing an Job Interview of a multi-national company? Explain.

4. Differentiate between 'Personal Letter' and 'Business Letter'. Discuss the importance and functions of letter in business.

5. Discuss the use of computer and supporting electronic devices in an effective presentation.

6. Explain the following:
   (a) Body Language
   (b) Visual Aids

7. Explain, with examples, the different measures to overcome barrier of communication.

8. Describe the importance of Phonetic Transcription in detail with suitable examples.

9. Define 'Group Discussion' and discuss its process.

10. Discuss the different types of Resume Writing. How will you make it effective?

CX - 3/3 (800) (5) BCA(I) / 03 / 12