2013

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)

1. Choose the correct answer of the following:

\[ 2 \times 10 = 20 \]

(a) Words or expressions that are used by a particular profession or group of people are:

(i) Metaphor
(ii) Simile
(iii) Jargon
(iv) None of these

UK - 3/2

(Turn over)
(b) Accent or stress is the force of voice. It denotes the pitch of:

(i) Pattern
(ii) Voice
(iii) Style
(iv) Metro

(c) Which sound is pronounced at the end of a word or before a consonant is dropped:

(i) t
(ii) s
(iii) r
(iv) p

(d) An exclamation mark is used at the end of a statement expressing:

(i) Pause
(ii) Strong feeling
(iii) Stress
(iv) None of these
(e) Which is the best audio-visual aid?

(i) Blackboard
(ii) Cardboard
(iii) Video tape recorder
(iv) Laptop

(f) Eye contact is the simple ________
communication device:

(i) Personal
(ii) Verbal
(iii) Non-verbal
(iv) None of these

(g) Cross culture is the form of barrier in
communication comes under:

(i) Socio-psychological
(ii) Physio-economic
(iii) Metaphorical
(iv) Geographical

UK - 3/2 (3) (Turn over)
(h) Words having similar sound and different meanings are called:
   (i) Vowels
   (ii) Diphthongs
   (iii) Homophones
   (iv) Consonants

(i) A phrase which contains unnecessary words to express the same meaning:
   (i) Cliches
   (ii) Redundancies
   (iii) Frequently misused words
   (iv) None of these

(j) A ________ is a type of legal documents:
   (i) Notice
   (ii) Memo
   (iii) Agenda
   (iv) Meeting
Group - B

(Long-answer Type Questions)

Answer any four questions of the following:

\[ 15 \times 4 = 60 \]

2. Discuss the basic components of Business Correspondence in detail.

3. Discuss an effective style and the right tone of a successful letter.

4. "It is said that 35% of the message is carried verbally, while 65% is conveyed non-verbally." Elucidate.

5. Define Dressing Sense. How does it influence an Interview Board?

6. Explain the roles of audio-visual presentation in the development of managerial efficiency.

7. What is punctuation? Explain eight categories with example.

8. Describe, in detail, the purpose and function of Phonetic Transcription with suitable example.

UK - 3/2 (5) (Turn over)
9. Discuss the barriers of communication.

10. Draw a difference between "Personal Letter" and "Business Letter" with suitable example.

11. Write notes on any two of the following:
   (a) Body Language
   (b) Downward Communication
   (c) Group Discussion
   (d) General Etiquette