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Total No. of Printed Pages: 2

Total No. of Questions: [09]

B.Sc. (Hons.) AME (Semester – 1st)

ENGLISH COMMUNICATION

Subject Code: BAME3107

Paper ID: 20131104

Time: 03 Hours

Maximum Marks: 60

Instruction for candidates:

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consists of 5 questions of 5 marks each. The student has to attempt any 4 questions out of it.
3. Section C consists of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A

(2 marks each)

Q1. Attempt the following:

- a. Define communication.
- b. What is kinesics in nonverbal communication?
- c. What is a monologue and what purpose does it serve?
- d. What is paraphrasing?
- e. What are two things one has to keep in mind while translating from one language to another?
- f. Mention two ways in which group communication can be effective.
- g. What is the purpose of a subject line in a letter?
- h. What are the two advantages of initiating a group discussion?
- i. What two qualities should a public speaker have?
- j. What are the two things that an interviewee must keep in mind while appearing for an interview?

Section – B

(5 marks each)

- Q2. Write a note on body language.
- Q3. Discuss five things that an interviewer must do in order to conduct an interview effectively?
- Q4. Briefly discuss any one theory of communication.
- Q5. Briefly discuss five personal barriers of communication.
- Q6. Briefly discuss five types of written communication.

Section – C

(10 marks each)

- Q7. Write a feasibility report on a new venture that your company wants to start in the field of aircraft maintenance engineering.
- Q8. Write a summary of the following passage in around 250 words:
Buying things today is so simple. Just enter a shop, say a book store, choose the desired book and pay for it. Long ago, before the invention of money, how did people trade? The most primitive way of exchange should be the barter trade. In this form of transaction, people used goods to exchange for the things that they had in mind. For instance, if person A wanted a book and he had a spare goat, he must look for someone who had the exact opposite, that is, that someone, say person B, must have a spare book of person A's choice

and is also in need of a goat. Having found such a person, the problem does not end here. A big goat may be worth not only one book, hence person B may have to offer person A something else, say five chickens. However, he runs the risk of person A rejecting the offer as he may not need the chickens. The above example clearly illustrates the inefficiency of barter trading. Many years later, the cumbersome barter trade finally gave way to the monetary form of exchange when the idea of money was invented. In the early days, almost anything could qualify as money: beads, shells and even fishing hooks. Then in a region near Turkey, gold coins were used as money. In the beginning, each coin had a different denomination. It was only later, in about 700 BC, that Gyges, the king of Lydia, standardized the value of each coin and even printed his name on the coins. Monetary means of transaction at first beat the traditional barter trade. However, as time went by, the thought of carrying a ponderous pouch of coins for shopping appeared not only troublesome but thief-attracting. Hence, the Greek and Roman traders who bought goods from people in faraway cities invented cheques to solve the problem. Not only are paper cheques easy to carry around, but they also discouraged robbery as these cheques could only be used by the person whose name is printed on the notes. Following this idea, banks later issued notes in exchange for gold deposited with them. These banknotes can then be used as cash. Finally, governments of today adopted the idea and began to print paper money, backed by gold for the country's use. Today, besides enjoying the convenience of using paper notes as the mode of exchange, technology has led human beings to invent other means of the transaction too like credit and cash cards.

- Q9. Write a letter to your supplier complaining of a faulty consignment you received of aircraft repair parts. Seek for a remedy of the problem in the letter.