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C/18/BA/1st Sem/ENGM/AECC

2018

CBCS

1st Semester

ENGLISH

PAPER—AECC

(Elective)

Full Marks : 40

Time : 2 Hours

The figures in the right-hand margin indicate full marks.

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

Illustrate the answers wherever necessary.

Group—A

1. Attempt any *five* questions :

5×2

(a) Define communication.

(Turn Over)

- (b) Mention the differences between verbal and non-verbal communication.
- (c) Name the various levels of communication.
- (d) What is monologue ?
- (e) What are the essential differences between general communication and business communication ?
- (f) What are the 7 C's of communication ?
- (g) What is kinesics ?
- (h) How many types of communication are there ? Name them.

Group—B

2. Attempt any *four* questions :

4x5

- (a) What are the purposes of 'close reading' ? What steps can be taken while summarizing a text ?

- (b) As the secretary of your organisation, write a notice inviting all the members to the free health check-up camp.
- (c) What are the rules of note-making?
- (d) Read the following passage and answer the following questions :

The word 'memorandum' comes from the Latin word 'memorare' which means to recount, to mention or to recall to mind. Therefore a memorandum is a piece of communication that reminds a person of something. Memos are short messages of one page or less that are used by organisation for internal communication.

- (i) What is memo?
- (ii) What is the purpose of writing a memo?
- (e) Build up a short telephone communication between you and your friend.
- (f) What are the differences between summary writing and paraphrasing?

Group—C

3. Attempt any one question :

1×10

- (a) Write a letter to the Editor of a newspaper about the frequent violation of traffic rules in and around your locality.
- (b) Write a report for your Principal on an educational tour that you have conducted.