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4 (Sem-3) CFE-II

2018

**COMMUNICATIVE AND FUNCTIONAL
ENGLISH – II**

Paper : 3.2

Full Marks – 80

Pass Marks – 24

Time – Three hours

The figures in the margin indicate full marks
for the questions.

1. State whether the following statements are true or false : 1×10=10
- (a) Communication skill makes difference in success and failure.
 - (b) Any individual or organization can exist and function without oral communication.
 - (c) Event management tests one's ability to work under pressure.
 - (d) A written message should contain unified sentences and unified paragraphs.

[Turn over

- (e) Office orders are authoritative directions that always flow upward.
- (f) An interview is not a purposeful conversation between two parties.
- (g) Talking and eloquence are not the same.
- (h) Balance sheet portrays the financial picture of a business at only one particular point of time.
- (i) Quorum means the maximum number of members present in order to constitute a valid meeting.
- (j) One should know one's audience while planning a message.

2. Write short notes on any *five* of the following :
2×5=10

- (a) Audience analysis
- (b) Group discussion
- (c) Press notes writing
- (d) Memo writing
- (e) You-Altitude

- (f) Negotiation and Conflict Resolution Skills
- (g) Business etiquettes
- (h) English as a global language
- (i) Circular letters
- (j) Sales letters.

Or

Answer any *two* of the following questions :

5×2=10

- (a) You are Mr. X / Ms. Y. You want to donate something to an old age home. Write out the conversation between you and the in-charge of the old age home.
- (b) You are a receptionist in a reputed hotel. A customer wishes to lodge a complaint about the service of your hotel to your manager. Write out the conversation that ensures between you and the customer.
- (c) You are Rita / Ritesh. You bought a dress from a reputed mall. You want to exchange the dress as it didn't fit you. Write out the conversation that takes place between you and the sales boy/girl.

3. Answer the following questions :

(a) Fill in the blanks with appropriate prepositions : 1×5=5

(i) She came ——— March.

(ii) I get out of class ——— noon.

(iii) ——— the moment, I'm doing an exercise.

(iv) I am working ——— my birthday.

(v) They want to create a new identity ——— themselves.

(b) Change the following sentences as directed : 1×5=5

(i) We must work very hard to achieve the target. (Change into a compound sentence).

(ii) Ramesh said that he was pleased to be there that morning. (Change into direct speech).

(iii) Do we mean to work in an organisation just for money ? (Change into assertive).

(iv) Who taught you English ? (Change into passive voice)

(v) Rahul is the most hardworking worker. (Change into comparative degree)

(c) Give the synonyms for : $\frac{1}{2} \times 10 = 5$

(i) Abhor

(ii) Abundance

(iii) Accountable

(iv) Brisk

(v) Bogus

(vi) Catalogue

(vii) Crafty

(viii) Diminish

(ix) Incentive

(x) Judicious.

(d) Give the meanings of the following foreign words and phrases commonly used in business. (Any five) : $1 \times 5 = 5$

(i) adhoc

(ii) Caveat emptor

(iii) Cui bono

(iv) de facts

(v) en route

(vi) inter alia

(vii) malafide

(viii) modus operandi

(ix) nota bene

(x) pro rata.

4. Answer any *two* of the following : $10 \times 2 = 20$

(a) Write a request letter asking quotations from the manufacturer of watches.

(b) Write a letter to the Manager of a Bank asking him to extend the date of repayment of your loan citing reasons for your inability to pay in time.

(c) Write a letter of complaint to the Manager of ABC Company, Kolkata for damage of goods in transit.

(d) XYZ Ltd. have appointed a committee to investigate the causes of decline in sales of their products. Draft the report.

5. Answer any *two* of the following : $10 \times 2 = 20$

(a) What is the importance of modern forms of communication in our life ?

(b) Mention the guidelines and characteristics of successful email messages.

(c) 'WhatsApp' and 'Twitter' users can foster business in a subtle way. Elaborate.

(d) Write short notes on any *two* : $5 \times 2 = 10$

(i) Videoconferencing

(ii) FAX

(iii) LAN.