

Time: 3 Hours

OCTOBER 2012

Max. Marks: 160

PLEASE WRITE YOUR ROLL NO. AT THE SPACE PROVIDED ON EACH PAGE IMMEDIATELY AFTER RECEIVING THE QUESTION PAPER.

NOTE: There are 9 Questions in all.

- Question 1 is compulsory and carries 20 marks. Answer to Q.1 must be written in the space provided for it in the answer book supplied and nowhere else.
- The answer sheet for the Q.1 will be collected by the invigilator after 45 Minutes of the commencement of the examination.
- Out of the remaining EIGHT Questions answer any FIVE Questions. Each question carries 16 marks.
- Any required data not explicitly given, may be suitably assumed and stated.

Q.1 Choose the correct or the best alternative in the following and indicate (A,B,C or D) in the space provided for it in the answer book. (2×10)

In this question (parts a to j) some of the sentences have an error and some have none. Each sentence has three divisions- (A) (B) and (C) Find out which part of the sentence has an error and indicate that in the space provided for it in the answer book against the appropriate Question number (i.e. A, B, C, etc.). If there is no error in the sentence then write (D) against that Question in the Answer Book.

- This report clearly (A) / broke up (B) / the loopholes in our administration. (C) / No error (D)
- The meeting (A)/ brings out (B)/ without any concrete decision being taken. (C)/ No error (D)
- The channels of communication (A) / should not be allowed to (B)/ break down. (C)/ No error.(D)
- You appear to be holding back something. (A)/ I won't be able to help unless (B)/ I know the whole truth. (C)/ No error (D)
- The higher (A)/ you go, (B)/ the cooler it is. (C) / No error (D)
- Despite his poor start (A)/, Govind is the player whom (B)/ I think is most likely to win the first prize. (C)/ No error (D)
- The humour of the fable on which (A)/, these questions are based (B)/ derive from a logical problem relating to the drawing of conclusions from evidence. (C)/ No error (D)

Code: AC02/AT02

Subject: COMMUNICATION AND TECHNICAL WRITING

- h.. Some smaller players will tackle only (A)/ whoever (B)/ comes near them, while others will tackle whoever they can catch (C)/. No error (D)
- i. The new employee soon (A)/ proved himself to be (B)/ not only capable but also a man who could be trusted. (C)/ No error (D)
- j. The fall in wheat prices together with a decline in the demands for sugar, (A)/ have (B)/ effected a significant drop in the value of Stephen company stock. (C)/ No error (D)

Answer any FIVE questions out of the following EIGHT questions.
Each question carries 16 marks.

- Q.2** a. (i) How your body posture determines your frame of mind? (4)
- (ii) Discuss some ways in which a person can learn the art of listening. (4)
- b. (i) A presentation could naturally follow a six-tier process. Explain. (4)
- (ii) A style of walk is a reflection of the mental state of an individual. Elucidate. (4)

- Q.3** a. How to make advertisements attractive and effective?

OR (16)

- b. "In business communication courtesy and clarity are as important as conciseness and completeness." Discuss.

- Q.4** a. Read the passage given below carefully and answer the questions that follow in your own words: (5 × 2=10)

Portia asked if the scales were ready to weigh the flesh; and she said to the Jew, "You must have some surgeon by, lest he bleed to death." Shylock, whose whole intent was that Antonio should bleed to death, said, "it is not so named in the bond." Portia replied, "it is not so named in the bond but what of that? It were good you did so much for charity." To this all the answer Shylock would make was: "I cannot find it; it is not in the bond." "Then," said Portia, "a pound of Antonio's flesh is thine. The law allows it and the court awards it." And you may cut this flesh from off his breast. Again Shylock exclaimed, "O wise and upright judge! A Daniel is come to judgement! And then he sharpened his long knife again, and looking eagerly on Antonio, he said, "Come prepare!"

"Tarry, a little, Jew," said Portia, "there is something else. This bond here gives you no drop of blood; the words expressly are a pound of flesh. If in the cutting of the pound of flesh you shed one drop of Christian blood, your land and goods are by the law to be confiscated to the state of Venice."

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- (i) Suggest a suitable title for the above passage.
- (ii) Why did Shylock persistently refuse to have a surgeon by?
- (iii) What was Shylock's motive in claiming a pound of Antonio's flesh?
- (iv) What was the award of the court?
- (v) How did Portia save Antonio's life?
- b. Correct the following sentences:
- (i) The details are the matters for future considerations.
- (ii) The two first students were awarded gold medals.
- (iii) He has a scheme which he thinks is preferable than that proposed by the planning commission. (6)
- Q.5** a. Why is Paralanguage used? What are its limitations? (8)
- b. Explain various kinds of writing. (8)
- Q.6** a. Write a short note on qualities of a good report. (8)
- b. Give an example of Memo to make announcement. (8)
- Q.7** a. What qualities will people judge in a Group Discussion? Discuss. (8)
- b. Discuss some audio visual aids people used in public presentations like seminars, press conferences, etc. (8)
- Q.8** a. Write two responses, one accepting the invitation and the other regretting your inability to accept it. (8)
- b. State the main barriers to communication. (8)
- Q.9** Write short notes on the following:-
- (i) Documentation.
- (ii) Web Designing. (2×8)