# TYPICAL QUESTIONS & ANSWERS

**PART-I**

## OBJECTIVE TYPE QUESTIONS

**Each Question carries 2 marks.**

**Choose correct or the best alternative in the following:**

**Q.1**     The main cause of **(A)** / India's poverty is **(B)** / due to its over population **(C)**/ No error **(D)**

   **Ans: (C)**

**Q.2**     The company not only manufactures **(A)** / electronic goods **(B)**/ but also software. **(C)**/ No error. **(D)**

   **Ans: (A)**

**Q.3**     The Management warned the employees **(A)** / that if they persist in their obstructionist attitude, **(B)** / they would be suspended. **(C)** / No error. **(D)**

   **Ans: (D)**

**Q.4**     I do not believe **(A)**/ that either he or you **(B)** / is telling the truth about the incident. **(C)** / No error. **(D)**

    **Ans: (C)**

**Q.5**     His brilliant success in the examination **(A)** / as well as his record in sports **(B)** / is deserving of high praise. **(C)**/ No error. **(D)**

   **Ans: (C)**

**Q.6**     The Finance Minister has not and **(A)** / will not introduce the bill **(B)** / this session of the Parliament. **(C)** / No error **(D)**

**Ans: (A)**

**Q.7** Before the Police reached **(A)**/ the place of accident **(B)**/ the scooter driver died. **(C)**
No error. **(D)**

**Ans: (C)**

**Q.8** After waiting in the queue **(A)**/ for ten minutes, **(B)** / the bus arrived completely full.
**(C)**/ No error. **(D)**

**Ans: (A)**

**Q.9** A series of lectures **(A)** / of Indian Philosophy **(B)** / are arranged by the university.
**(C)**/ No error. **(D)**

**Ans: (C)**

**Q.10** More leisure, as well as an abundance of goods **(A)**/ are attainable **(B)**/ through
automation. **(C)**/ No error. **(D)**

**Ans: (B)**

**Q.11** I shall write **(A)** / to you **(B)** / when I shall reach Bangalore. **(C)**/ No error. **(D)**

**Ans: (C)**

**Q.12** Meerabai was sent away from her house **(A)** / because she spend most of the time **(B)** /
in the company of holy men. **(C)**/ No error. **(D)**

**Ans: (B)**

**Q.13** Neither her husband **(A)**/ nor her brother were able **(B)** / to help her in her work**(C)**/
No error. **(D)**

**Ans: (B)**

**Q.14**    The car flew off the road **(A)**/ and fell into the valley **(B)**/ because Ashish wa~ faster. **(C)**/  No error. **(D)**

**Ans: (C)**

**Q.15**    My uncle forbade me **(A)** / not to go through **(B)** / the contents of his letter. **(C)**/ No error. **(D)**

**Ans: (B)**

**Q.16**    He is **(A)** / too intelligent **(B)** / to make a mistake. **(C)**/ No error. **(D)**

**Ans: (D)**

**Q.17**    The Collector sanctioned Rs. 50,000 each **(A)**/ to the families who lost their members in the floods **(B)**/ and Rs.10,000 to those who injured. **(C)**  /  No error**(D)**

**Ans: (C)**

**Q.18**    The main cause of **(A)**/ population growth in India **(B)** / is mostly illiteracy. **(C)** / No error. **(D)**

**Ans: (C)**

**Q.19**    I have not met a man **(A)** / who is more generous or **(B)** / even as generous as my father. **(C)** / No error. **(D)**

**Ans: (D)**

**Q.20**    The captain as well as **(A)**/ all the members of the crew **(B)**/ was killed in the plane crash. **(C)**/  No error. **(D)**

**Ans: (D)**

**Q.21**    The foreign ambassador was both noted **(A)**/ for his charm of manners as well as **(B)**/ his wide knowledge of world affairs. **(C)** / No error. **(D)**

**Ans: (A)**

**Q.22**      I made a number of proposals **(A)**/ with a view to bring **(B)**/ conflicting parties to a common platform. **(C)** / No error. **(D)**

**Ans: (B)**

**Q.23**      Standing at the **(A)** / top of the hill, the houses below **(B)**/ were hardly visible. **(C)**/ No error. **(D)**

**Ans: (A)**

**Q.24**      A girl should deny **(A)**/ to marry the boy **(B)**/ whose parents demand dowry **(C)**/ No error. **(D)**

**Ans: (A)**

**Q.25**      What a nonsense **(A)**/ to have a picnic **(B)**/ in such a bad weather **(C)**/ No error. **(D)**

**Ans: (A)**

**Q.26**      This misogynist **(A)**/ hates all **(B)**/ mother-in-laws and woman-teachers. **(C)**/ No error. **(D)**

**Ans: (C)**

**Q.27**      They **(A)**/ who go by train **(B)**/ must leave now. **(C)**/ No error. **(D)**

**Ans: (A)**

**Q.28**      It was **(A)**/ only Mr. Brown **(B)**/ who stayed away **(C)**/ No error. **(D)**

**Ans: (B)**

**Q.29**      None **(A)**/ of these boys **(B)**/ are here. **(C)**/ No error. **(D)**

**Ans: (C)**

**Q. 30**     He was so afraid **(A)**/ that his knees **(B)**/ knocked one another. **(C)** / No error. **(D)**

**Ans: (C)**

**Q.31**       He ate **(A)**/ a large number of cakes **(B)**/ and drank a great deal of tea. **(C)** / No error.
               **(D)**

**Ans: (D)**

**Q.32**       It is **(A)**/ more profitable to sell these items in Bombay **(B)**/ that to sell them here. **(C)**/
               No error. **(D)**

**Ans: (D)**

**Q.33**       It was a secret between my parents **(A)**/ not to be circulated **(B)**/ between my brother
               and sisters. **(C)**/ No error. **(D)**

**Ans: (C)**

**Q.34**       Besides his aunt **(A)**/ he has **(B)**/ six other female relations. **(C)** / No error. **(D)**

**Ans: (A)**

**Q. 35**      Students must **(A)**/ either wear hats **(B)**/ or caps. **(C)**/ No error. **(D)**

**Ans: (B)**

**Q.36**       Scarcely had he gone **(A)**/ than I remembered **(B)**/ his letter. **(C)**/ No error. **(D)**

**Ans: (B)**

**Q.37**       Work hard **(A)**/ lest **(B)**/ you fail. **(C)**/ No error. **(D)**

**Ans: (C)**

**Q.38**       I have **(A)**/ visited England **(B)**/ last August. **(C)**/ No error. **(D)**

**Ans: (A)**

**Q.39**       He paid **(A)**/ twenty-five rupees one seer **(B)**/ for these apples. **(C)**/ No error. **(D)**

**Ans: (B)**

**Q. 40** I believe **(A)**/ he is more wicked than **(B)**/ any living man. **(C)**/ No error. **(D)**

**Ans: (C)**

**Q. 41** He like **(A)**/ his companions **(B)**/ were deceived. **(C)**/ No error. **(D)**

**Ans: (C)**

**Q.42** They decided to arrange a grand party on the eve of here retirement **(A)**/ especially as she had been working for the firm **(B)**/ since almost twenty years. **(C)** / No error. **(D)**

**Ans: (C)**

**Q.43** Thinking that he has finally found **(A)**/ someone with similar interests. **(B)** / the scholar tried to strike up a conversation. **(C)** / No error. **(D)**

**Ans: (C)**

**Q.44** He told me that you had left the school **(A)**/ a year ago **(B)** / and seeking for a job. **(C)**/ No error. **(D)**

**Ans: (C)**

**Q.45** He was the one student **(A)**/ whom we all expected **(B)**/ would get the national scholarship. **(C)**/ No error. **(D)**

**Ans: (B)**

**Q.46** The extra ordinary ability of the satellites to seem listen and communicate **(A)**/ has made them integral with modern warfare. **(B)**/ and nuclear war strategies in particular. **(C)**/ No error.**(D)**

**Ans: (D)**

**Q.47** He asked me **(A)**/ if I am ill **(B)**/ and I answered that I was not. **(C)**/ No error. **(D)**

**Ans: (B)**

**Q. 48**     My friend is so rich that **(A)**/ he is having six houses in Bombay **(B)**/ and four in Pune. **(C)** / No error. **(D)**

**Ans: (B)**

**Q. 49**     He lost his new knife **(A)**/ shortly after **(B)**/ he bought it. **(C)**/ No error. **(D)**

**Ans: (C)**

**Q.50**     By the time **(A)**/ she finished typing **(B)**/ it was not harly ten **(C)**/. No error. **(D)**

**Ans: (C)**

**Q. 51**     Many of the author **(A)**/ of the bool are members **(B)**/ of a national support group. **(C)**/ No error**. (D)**

**Ans: (A)**

**Q.52**     It is not feasible but **(A)**/ in many ways desirable also that **(B)**/ an organization should run its own courses for developing employees. **(C)** / No error. **(D)**

**Ans: (B)**

**Q.53**     Having said this, **(A)/** let me hasten to add that we are **(B)**/ not against social mixing. **(C)**/ No error. **(D)**

**Ans: (A)**

**Q.54**     The chief has instructed the Manager to **(A)**/ apprise the governor of **(B)**/ the acitivities of our institute. **(C)**/ No error**. (D)**

**Ans: (B)**

**Q. 55**        He is an idealist **(A)**/ and when it comes to principles he does not **(B)**/ budg⬛⬛⬛⬛ inch. **(C)**/ No error. **(D)**

**Ans: (C)**

**Q.56**        With a liberalized duty structure **(A)**/ and the government's stand allowing multinationals to set up shop directly, **(B)**/ imported parts are now freely available. **(C)** / No error. **(D)**

**Ans: (B)**

**Q.57**        Were I you **(A)**/ I should have not **(B)**/ allowed him to stay in the hostel. **(C)**/ No error**(D)**

**Ans (A)**

**Q.58**        What makes most technology **(A)**/ profitable for re-marketeres is **(B)**/ the support and service opportunities that are built into it. **(C)** / No error. **(D)**

**Ans: (A)**

**Q.59**        None of us are so knowledgeable **(A)**/ and versatile to conduct **(B)** / this programme independently. **(C)**/ No error. **(D)**

**Ans: (A)**

**Q.60**        But for your **(A)**/ help it would not **(B)**/ have been possible to finish this work on time**(C)** / No error. **(D)**

**Ans: (D)**

**Q.61**        They who go **(A)** / by train **(B)**/ must leave now. **(C)**/ No error. **(D)**

**Ans; (A)**

**Q.62**        He was so afraid **(A)**/ that his knees **(B)**/ knocked one another. **(C)**/ No error. **(D)**

**Ans: (C)**

**Q.63**    They are more kinder **(A)**/ to animals **(B)**/ than to children. **(C)**/ No error. **(D)**

**Ans: (A)**

**Q.64**    He paid twenty five rupees **(A)**/ one seer **(B)** / for these apples. **(C)**/ No error. **(D)**

**Ans: (B)**

**Q.65**    I haven't eaten **(A)**/ business since **(B)**/ I have been a child. **(C)** / No error. **(D)**

**Ans: (C)**

**Q.66**    They will write **(A)** / as soon as **(B)**/ they will arrive home. **(C)** / No error. **(D)**

**Ans: (C)**

**Q.67**    When my father died **(A)** / I could continue **(B)**/ his business. **(C)** / No error. **(D)**

**Ans: (B)**

**Q.68**    One student only **(A)**/ came in late **(B)** / yesterday. **(C)** / No error. **(D)**

**Ans: (A)**

**Q.69**    He is neither brilliant **(A)** / at languages**(B)** / nor science. **(C)** / No error. **(D)**

**Ans: (A)**

**Q.70**    Firstly, I have **(A)**/ no money, secondly **(B)**/ I have no time. **(C)** / No error.**(D)**

**Ans: (A)**

**Q.71**        I prefer **(A)** / country life than **(B)**/ an urban existence. **(C)** / No error. **(D)**

**Ans: (B)**

**Q.72**        He doesn't write **(A)**/ to you **(B)**/ for a week. **(C)** / no error**(D)**

**Ans: (A)**

**Q.73**        They acquitted him **(A)**/ from the charge **(B)**/ of manslaughter. **(C)** / no error. **(D)**

**Ans: (B)**

**Q.74**        You must either bring **(A)**/ a note from your parents **(B)**/ or a doctor's certificate. **(C)** / No error. **(D)**

**Ans: (A)**

**Q.75**        I am used **(A)**/ to play as soldiers **(B)** / since childhood. **(C)** / No error. **(D)**

**Ans: (B)**

**Q.76**        The magistrate **(A)** / issued order **(B)** / for his arrest. **(C)** / No error. **(D)**

**Ans: (B)**

**Q.77**        He has already cheated **(A)**/ me twice or **(B)**/ three times **(C)** / No error. **(D)**

**Ans: (D)**

**Q.78**        I shall avail myself **(A)**/ of this opportunity **(B)**/ to meet you there. **(C)** / No error. **(D)**

**Ans: (D)**

**Q.79**        Is this an Oxford **(A)**/ or Cambridge **(B)** / publication? **(C)** / No error. **(D)**

**Ans: (B)**

**Q.80**        I Slept **(A)** / rather late **(B)**/ last night. **(C)** / no error. **(D)**


**Ans: (A)**

**Q.81**        My mother always **(A)** **/** cooks **(B)**/ in the evening **(C)**/ No error. **(D)**


**Ans: (B)**

**Q.82**         Her autobiography is more interesting **(A)**/any other book that **(B)**/I have read. **(C)** /
No error. **(D)**


**Ans:    (B)**


**Q.83**        Only one student **(A)** /came in **(B)**/ late yesterday **(C)**/ No error. **(D)**


**Ans: (A)**


**Q.84**        It was a secret between my parents, **(A)** /not to be circulated **(B)**/ among my brothers
and sisters. **(C)** /No error. **(D)**


**Ans: (C)**


**Q.85**        First **(A)**/ I have no money, **(B)** **/** secondly I have no time. **(C)** /No error. **(D)**


**Ans: (A)**


**Q.86**        Please remind me **(A)**/ to bring **(B)**/ some cakes. **(C)** / No error. **(D)**


**Ans:(A)**


**Q.87**        He has **(A)**/ been ill **(B)**/ for three years now. **(C)**/ No error. **(D)**


**Ans: (B)**


**Q.88**        This photograph, **(A)**/ is better **(B)**/ of the two. **(C)** / No error. **(D)**

**Ans: (B)**

**Q.89**        She asked **(A)/**why I **(B)/** were laughing **(C)** / No error. **(D)**

**Ans: (C)**

**Q.90**        Carlyle wrote *The French Revolution* **(A)/** and I saw a quotation from it **(B)/** in *The Times recently***(C)/** No error. **(D)**

**Ans: (C)**

**Q.91**        At the moment the house **(A)** /was burgled, the family **(B)** / was attended a night party in the neighbourhood. **(C)** / No error. **(D)**

**Ans: (C)**

**Q.92**        Supposing **(A)** / there is no bus, **(B)** / how will you get there? **(C)** / No error. **(D)**

**Ans: (A)**

**Q.93**        Though child marriage **(A)/** has been banned, **(B)/** the custom still prevails among some groups in India. **(C)** / No error. **(D)**

**Ans: (C)**

**Q.94**        He will end his work or wind up his work **(A)/** in the city **(B)** / by the end of the year. **(C)** / No error. **(D)**

**Ans: (A)**

**Q.95**        She reluctantly said **(A)/** if nobody else was doing it **(B)/** she will do it. **(C)** / No error. **(D)**

**Ans: (A)**

**Q.96**        Since India gained independence **(A)** / 59 years ago, **(B)/** much progress has been made in almost every field. **(C)/** No error. **(D)**

**Ans:  (A)**

**Q.97**        They had been **(A)** / very close friends **(B)/** until they quarreled. **(C)/** No error. **(D)**

**Ans: (A)**

**Q.98**     He is not coming tomorrow **(A)**/ as he has pain in the chest **(B)** / and has to s[..] doctor. **(C)** / No error. **(D)**

**Ans: (B)**

**Q.99**     I could not put up in a hotel **(A)**/ because the boarding and lodging charges **(B)**/ were exorbitant. **(C)** / No error. **(D)**

**Ans: (D)**

**Q.100**    At the end of the year **(A)** /every student who had done adequate work **(B)**/ was automatically promoted. **(C)** / No error. **(D)**

**Ans: (D)**

**Q.101**    Candidates will be questioned (A)/ on three first books (B)/ of 'Paradise Lost'. (C)/ No error. (D)

**Ans: (B)**

**Q.102**    He has ridden (A)/ a tricycle (B)/ three years ago. (C)/ No error. (D)

**Ans: (A)**

**Q.103**    He is very cruel (A)/ with his children (B)/ and exerts a bad influence on them. (C)/ No error. (D)

**Ans: (B)**

**Q.104**    I felt sure he (A)/ would die and that (B)/ his money would go to his son. (C)/ No error. (D)

**Ans: (A)**

**Q.105**    She has no time to write (A)/ so she sent a verbal message (B)/ by her son. (C)/ No error. (D)

**Ans: (B)**

**Q.106**         Good night Ram; (A)/ where have you (B)/ been all these days? (C)/ No error. (D)

                **Ans:  (A)**

**Q.107**         I gave him (A)/ one and a (B)/ half rupees. (C)/ No error. (D)
                **Ans:  (D)**

**Q.108**         My sister and myself (A)/ are pleased to accept (B)/ your invitation to dinner (C)/ No
                error. (D)

                **Ans:  (A)**

**Q.109**         I am certain (A)/ that he is (B)/ in the right. (C)/ No error. (D)

                **Ans:  (D)**

**Q.110**         He asked me (A)/ where was I (B)/ going. (C)/ No error. (D)

                **Ans:  (B)**

**PART-II**

# DESCRIPTIVES

**Q.1** Write an essay of about 400 words on any **ONE** of the following :

(i) 'Changing Information Technology – Challenges and Prospects.'

(ii) 'The Privatization of Public Sector Undertakings.' (14)

**Ans:** **(i)** **CHANGING INFORMATION TECHNOLOGY: CHALLENGES AND PROSPECTS**

There is no doubt that information technology has made momentous progress during the last two decades. Modern societies have become information rich as it was not so in the past. Rapid advances in computer technologies for communication provide us with plenty of tools to enhance this ability. The instruments of information technology consist of a number of components. These include, automated banking and post office equipment, satellite earth stations. TVRO stations, data broadcasting by satellite, relayed telecommunication with radio link branches to provide telephone and television services over a vast expanse of territory, computer hardware and software, computer data storage, communication networks, i.e. networks which can handle voice, data text and images; computer output on various type of media; office automated devices such as word processor, photocopiers, electronic mail and filing, electronic memory teleprinters, facsimile or fax, and a lot more in practice. The new information technology represents the three "islands" on the information sea; data processing, telecommunication and office automation.

However, this revolution in the field of information technology has posed several challenges for many organizations. The process of office automation has not only facilitated the work in the offices, it has also rendered several employees surplus. The storage of information in the floppy diskettes recalled manually scanning through voluminous ledgers and records. The trained personnel will have to adapt themselves to the new challenges in their job profile and innovations. Man has come to depend more and more on the machines and human intelligence has dwarfed before the giant machines.

The positive side of the strides made in the realm of information technology is more attractive. What requires to be done is to make people do things they are good at, viz., selling and serving customers etc. it is therefore, hoped that in the years to come, a positive use of information technology will open up new vistas of development unparalleled in the history of civilization.

**(ii)** **THE PRIVATISATION OF PUBLIC SECTOR UNDERTAKINGS**

After independence India opted for mixed economy. The private sector was a̶͟ set up industries with government control over their functioning. There was how̶͟ phenomenal growth of public sector undertakings, thinking that it would ensure̶͟ implementation of socialistic pattern of society. With the passage of time, however, corruption, nepotism took hold of the public sector undertakings. Instead of contributing to economic growth, these public sector undertakings became a liability for the government. Recent years have taken a total about turn and privatization is looked upon as the panacea for all economic ailments of India. Public sector, visualized as a catalyst in the economic growth of the country, gradually turned into a perennial loss-maker and a big liability. In 1990-91, of the 244 major enterprises, only half showed any profits and that too before taxes. Ninety units incurred losses.

There have been other reasons which have undermined the utility of the public sector units in our country. There has been a continuous increase of budgetary deficit which has given rise to inflation. Non-development, non-plan government expenditure is also increasing. Since public sector undertakings contribution to such expenditure is substantial, it is being suggested that they should be transferred to the private sector. Having witnessed the trend toward globalization and opening of Indian markets, the NDA government began the policy of disinvestment. Quite a few Public sector undertakings which were running in losses were sold out to the private entrepreneurs. The UPA government supported by the leftist's parties stopped the reckless privatization of Public sector undertakings.

It is however; wrong to think that the process of privatization can act like a magic wand. A very recent comparative study of the two sectors has clearly established that at lease in part the perceived relative efficiency of the private corporate sector as compare to the public sector is illusory. Private sector cannot ensure balanced growth of all sections of the economy. Profits earned by the private sector are often siphoned of to the non-productive areas like gold, real estate etc. it is also feared that privatization might introduce an element of monopoly. State monopoly is certainly more tolerable than private monopoly

As a conclusion, we can only say that liberalization is good and desirable but that does not strengthen the case for privatization. Privatization cannot be supported simply because public sector is not performing well. In India, a number of public sector activities are undertaken as a development strategy. Appling the profit yardstick to such activities is not desirable. So caution approach is imperative in regard to the wholesale privatization of public sector undertakings.

**Q.2**          Read the following passage carefully and answer the questions that follow in your own words

**PASSAGE:**

Technology is different from science as it is the property of the country which develop it. While in science every discovery is published, in technology it is not; you see it only when the invention is completed and the products made through it are available in the market. Technology is goal-oriented. While in science you cannot determine a

definite goal–what to discover and how to discover–in technology you ca...
achieve it.   Consequently, much of technology is task-oriented and has...
schedule.   The goal is defined, the necessary resources are allocated, and a...
schedule is set.  It is, therefore, easy to evaluate the results of technology in terms...
inputs and outputs.  The interaction of science with technology is both ways, viz.,...
science feeding technology and vice versa.  Technology requires for its growth all the
information which science has to give.  On the other hand, it provides science with the
necessary instruments required for carrying out research.  Technological innovations
affect society and help to change the environment.   The railway, automobile,
aeroplane, telephone, and means of communication break the isolation of communities
and usher in new vistas, while innovations like the cinema, radio, and television give a
new dimension to culture and bring about deep cultural changes.

**Questions:  (Answers not to exceed 3 – 4 lines each)**

(i)      How does technology differ from science?

(ii)     Why does the author consider technology as goal-oriented?

(iii)    How do science and technology interact with each other?

(iv)    What is the impact of technological innovations on society and        **(4 x 3 ½)**
its environment?

**Ans:**        (i)      In Science every discovery is published, in technology it is not, in Science you
cannot determine goals, technology is goal-oriented.

(ii)     Technology is goal-oriented because to achieve the goal, a time schedule is
fixed and necessary resources are allocated.

(iii)    The interaction of science with technology is both ways, science-feeding
technology and vice-versa, For its proper growth, technology requires all the
information which science has to give. Technology provides science with the
necessary instruments required for carrying out research

(iv)    Technological innovations affect society and help to change the environment.
The development of railway, automobiles, aeroplane telephone and means of
communication have broken the isolation of communication whereas the
innovations like the cinema, radio and television have brought about deep
cultural changes

**Q.3**        Compose a dialogue between two students on 'Multinationals – a boon or a        **(14)**
bane?'

**Ans.**        The dialogue must be centered around the following merits and demerits of
multinationals a boon or a bane

**A Boon:** To cope with the phenomenon of the entire world becoming one globalised
market, the industrial policy of 1991 envisaged promotion of foreign investments and

transfer of foreign technology. The policy therefore proposed administrative controls to allow higher levels of economic growth with a making the Indian economy a globally competitive one.

In Consonance with Govt's new initiatives, many Indian Companies joined hand with foreign multinational corporations for starting Joint Ventures with foreign multinational corporations. Multinationals from USA, Canada, Europe, Australia, South Korea and Japan have invested in India. Since India is stable and largely peaceful, it provides a congenial environment for safe investment on equitable terms.

Multinationals have contributed significantly to the Indian economy by bringing foreign investment, superior technological know how, sophisticated manufacturing process and improved skills. Their contribution to development of Indian exports is also notable. The large scale foreign investment in industry could create additional employment opportunities in the country. The R and D undertaken by Multinationals is also beneficial to the Indian industry thereby taking it to international standards. The involvement of multinationals has also focused upon the urgent need for upgradation of technology and improvement of productivity. The contribution of the multinationals has been significant in the areas of Electronics, Telecommunication, chemicals pharmaceuticals, Plantations, Heavy Machinery, Automobiles, Computer Software and Acguaculture.

**A BANE (or criticism):**

MNCS are primarily profit-oriented, their globalised operation tend to take maximum advantage to exercise control over markets to protect their interests even at the disadvantage of national interest.

They prefer to concentrate on technology intensive manufacturing and thereby making the country more and more dependent on their technology.

Moreover, multinationals' outward remittance on account of dividend repatriation and on other accounts, put a severe strain on country's foreign exchange reserves.

MNCs may prove detrimental in long-run to the industrial development of the country- Local industry will suffer-may cause displacement of the labour. Therefore, it is better to keep a constant vigil on the MNCs and give them preference selectively.

**Q.4** Draft a speech on 'This is an age of technical competence, but utter social incompetence.'

(14)

**Ans:** **The speech must begin with the usual format' Ladies and Gentlemen' and must cover the following points:-**

Science has given man knowledge with illimitable possibilities of application-science has proved mankind's friends in numerous ways. It has wrought miracles in the spheres of medicine and surgery and greatly alleviated human suffering. Science has contributed to the development of agriculture and large scale industry. Machines relieve man of all

heavy and unpleasant work-it has provided incredible rapidity in the means... ...and communication. It has dispelled ignorance by disseminating knowledge-... the invention of the printing technology.

Despite all these blessings of Science, man today has become self-centered, in fa... ours is an age of technical competence, but utter social incompetence. Technological innovations have alienated man from nature and man from other men. A mad scramble for the acquisition of material goods has not only destroyed man's sleep but has made him self-centered and even selfish. Man wants to become rich even at the cost of millions of others who do not have the means to provide themselves even with two square meals. Those who have access to modern means of communications e.g. internet have become internet addicts. Man now finds it difficult to solve even the elementary social problems

**Q.5**         Do as directed :

   (i)      He is one of the authors who _____ destined to be immortal.
            (Supply a verb in agreement with its Subject)

   (ii)     No other month of the year is so cold as December.
            (Use superlative degree)

   (iii)    He worked hard _____ he should fail.
            (Insert a suitable Conjunction in the blank)

   (iv)     The fact is too evident to require proof.
            (Replace 'too' by 'so')

   (v)      Sri Lanka lies _____ the south of India.
            (Supply the missing Preposition)

   (vi)     One must keep one's promises.
            (Change Active into Passive Voice)

   (vii)    He said, "I must go next week."
            (Convert Direct into Indirect form of speech)                    **(7X2)**

**Ans:**       (i)      He is one of the authors who are destined to be immortal.

   (ii)     December is the coldest month of the year.

   (iii)    He worked hard lest he should fail.

   (iv)     The fact is so evident that it does not require any proof.

   (v)      Sri Lanka lies to the south of India.

   (vi)     Promises must be kept

(vii)    He said  that he must go the following week.

**Q.6**      What is meant by 'media' of Communication?  Discuss the various forms of writt~~
Communication.                                                                           **(1~~**

**Ans:**      **MEDIA (OR MEANS) OR COMMUNICATION :** Communication is a process in
which a communicator or participant in communication event sends or transmits a
message/information to another communicator through a mutually understood set of
symbols. This mutually understood set of symbols is the means or medium (media)
through which the sender encodes his message and the receiver decodes or understand
it with. For humans the most commonly and effectively used medium is language.
Other species have their own system or set of signals that serves it own limited
purpose. But it cannot be called language because the other species do not use words.
Only the human beings use words, the production and combination of which makes
language. Media of communication can be verbal or nonverbal. The verbal includes
oral or written. The non-verbal can be through sign language or body language. The
sign language can be through visual signs or audio signs.

**VARIOUS FORMS OF WRITTEN COMMUNICATION:** In the written form, it
may require drafting of letters and circulars, proposals, memos and business reports or
varying kinds and includes.

Memo, reports, office order, circulars, Graphs/charts, staff newsletter, E-mail, Fax,
Form/questionnaire, letter, Notice, Agenda, notes on Agenda, Minutes of meetings,
advertisement,        customer        newsletter,        Press        release,        invitation,
leaflet/brochure/handbills, manuals and telegram.

All these forms of written communication are used in a business organization
depending upon its requirements. The notable point about the written communication
is that it allows us sufficient time for planning the document we propose to create,
taking into account the purpose for which it is being written. It also enables us to
revise the contents if we find them unsuitable for the recipient from the point of view
of clarity or interest. Information in the written form may be filed or retrieved at our
convenience. The effectiveness of written communication depends upon the use of
appropriate words, clarity of ideas, inoffensive language, lucid style and coherent
presentation.

**Q.7**      Write a letter to your supplier complaining against wrong delivery of goods and
requesting to replace the same as per order placed.

**(14)**

**Ans:**      This letter should be written in the usual format of a business letter.

**Following points should be incorporated in the body of this letter.**

Make a reference to your communication in which you have placed order for goods and the quantity. State that due to an oversight at the supplier's end, w... goods have been dispatched. Also point out how such negligence causes inconvenien... to both the supplier as well as to the retailer, which also result is an avoidable waste of money. Request the supplier to kindly check your order and supply the goods as per the placed order without any further loss of time as the season is running out.

**Q.8**        Prepare a Note for information of the Board of Directors on the reasons for declining sales of your Company's products for the quarter ending        March 31, 2003.


**OR**


Discuss the main task of Research and Development (R & D) wing in the context of development of modern society.                                                    **(14)**

**Ans:**        **NOTE ON THE REASONS FOR DECLINING SALES**

A perusal of the sales account for the preceding quarter reveal a very shocking detail. The sales of your product say detergents and soap have considerably gone down. During this period, there has been a spurt of new brands of soaps and detergent powder is in the market. These have been marketed by establishments of great repute. New entrants have started manufacturing them on a small scale with an eye mainly on the local markets. The situation is quite alarming, as they have made a considerable dent into our sales.

In order to capture the market, our competitors are selling their products at rates much lower than ours.

Their modus operandi is door-to-door publicity and sales. This method enjoys several advantages.

(a)    Young boys and girls are easily available and it is quite convenient for them to work on commission.

(b)    People often buy things from these boys and girls in order to encourage them;

(c)    Girls willingly demonstrate the good qualities of the product and their manners are winsome and persuasive;

(d)    These offers are often accompanied with bonus or gift offers;

(e)    Heavy discounts are offered on bulk purchases

(f)    Free gifts are given with economy packs.

All these sales techniques have affected our immediate sales. If we are still able to hold out in the market, it is mainly because of our reputation as producers of high quality soaps and detergent powders.

**RECOMMENDATIONS:** Although our products compare favourably with an[y] quality products available in the market, I think there is still some possibilit[y of] improvement. We should take the following remedial steps urgently:

- We should introduce a new, improved product in the market and build up a massive publicity campaign around it.

- Our packing also needs improvement-some kink of facelift of our product is required.

- We should advertise our products on TV and radio and in the newspapers.

- It is high time we also undertook door-to-door sales.

- We should think of making discounts and offer gifts on bulk purchases.

### (OR) THE MAIN TASK OF RESEARCH AND DEVELOPMENT (R and D)

- In the long run, indigenous R and D should not be neglected. The import of foreign technology should be made on selective basis because foreign technology cannot always sustain industrial growth.

- We should be self-dependent and should not allow our country to become dumping ground for outdated foreign technology. We should learn from countries like Japan and try to develop our own technology to international levels.

- Our business houses should allocate enough funds for in-house R and D activities.

- Our universities and technical institutions should be given enough financial support in their research activities.

- People engaged in R and D should be motivated by offering good incentives which will also help to contain brain-drain.

- Adequate attention for the development of R and D will ensure supply of consumer durables and would ultimately lead to the improvement of living standards of the people. It will also lead to the improvement of quality of goods.

**Q.9**        Write a technical description of **ONE** of the following :

(i)    E-mail.

(ii)   Video Tape Recorder.

(iii)  Compact Disc (CD).                                                         **(14)**

(i)     **E-mail**

E-mail system is basically used for sending message electronically individuals or group of individuals in an inter and intra office environment. requires networks to connect them. In the world of information technology E-mail is considered to be first experience and exposure to the field of data communication and networking. All we need to get set for-e-mail is a computer, a modern and telephone line. The message is typed on a computer screen at one end, and is conveyed to the other end through electronic impulses. The person operating the computer terminal at the receiving end is alerted by signal that a message, or mail, meant for him is in the electronic mailbox. It is now the quickest means of transmitting messages. E-mail messages are supposed to be highly confidential and secure. E-mail messages can be easily stored for future reference. An E-mail system can do more than just send message back and forth.

(ii)    **VIDEO TAPE RECORDER:**

The original recording and playback of TV programs was by kinescope recording (Photographing the screen of a TV monitor tube with a motion picture camera. Videodisk and magnetic tape are the methods usually used to record TV signals. With any magnetic recording the lower the frequency, the less playback signal there is. If the signal frequency is doubled, the output signal voltage amplitude doubles. To record TV signals on a video tape recorder (VTR) which involves frequencies of 0-4.5 MHz, It is possible to use an amplitude modulated recording signal, as with AF tape recording. Older VTRs used 2-in-wide tape, with four recording heads mounted on a round, quadrup lex head wheel that rotated at 240 rps. As the tape is pulled along, each rotating head lays down a single line of video FM at a slight slant across moving tape. Another audio recording head lays down a narrow sound track near one edge of the tape. There are other tracks along the edges of the tape used for cuing the start of commercials or programs, and for control or synchronizing the as used to drive the capstan during playback.

(iii)   **COMPACT DISC (CD)**

CD-ROM (Compact act Disk Read Only Memory) is a non-erasable disk used for storing computer data. The disk can store up to 640 MB, Data can be addressed by track and sector.

**Q.10**     Draft any ONE of the following :

(i)     A Press Release regarding the launch of a new product by your Company.

(ii)    A Circular calling attention to unauthorised acts by the workers Union.

(iii)   An Office Order prohibiting smoking in office premises.         **(14)**

**Ans:**       (i)     The Press Release should always be printed on the letter head of organization, carry the date of release or preparation and be signed by authorized person, who can also be contacted for any clarification or further information.

**PRESS RELEASE**

White Horse Omnibus Ltd., a major automobile company, manufacture of popular OMNIBUS cars and Vans has recently entered into a financial and technical collaboration with VISCOBA SPA Italy for manufacture of small cars in India. The cars will have 810 CC petrol engine with state of interior and exterior finishing's. The ex-factory cost of the care would be around Rs. 1,90,000.

The Project would be located near New Bombay, Since Maharashtra State Government has agreed to give maximum concessions/facilities to set up the plant. In the beginning, imported components would be about 70% and the company is , expected to attain 100% indigenisation with in 5 years time.

The Project cost is about Rs. 10,000 crores and out of which Rs. 200 crores would be provided by the Foreign collaborator.

(ii)     A Circular is a letter or memorandum addressed to a number of persons or intended for general circulation. This form of communication is very commonly used both with in organizations and for sending out information from the organizations. The given circular should contain the following informations:

The Employees Union have been on an indefinite strike for the past two weeks. They have demanded urgent action on the charter of demands submitted to the Management. They have refused to come to the negotiating table despite the invitation. Instead, the union leaders have now started giving provocative speeches and are inciting the workers to indulge in destructive activities if their demands are not met in full. So far the Management has exercised utmost restraint and have not taken any action against the workers for stray acts of violence. But the Management cannot remain a mute witness to any serious acts of destruction by the striking employees. Even though the company has made an appeal to striking workers to join duties and has also invited their Union for a constructive dialogue with the company's management to resolve the issue, the management has at the same time requested the law and order authorities to maintain law and order near the factory. Any worker found to be indulging in destructive activities would be hauled up and taken to task. The company is keen in ensuring the normal working of its factory and to provide safe entry and exit to loyal workers.

(iii)    Office orders have a format similar to that of memorandums. What̶̶̶̶̶
them different is the purpose and tone employed. They generally deal ̶̶
matters affecting rights and privileges of employees. The language used ̶̶
formal and legally common. Passive verbs are preferred. They carry a number
since they remain in force till revoked and are filed for future reference, in
addition, they carry bold, underlined heading to helps us identify them. The
given office order should include the following information.

<div align="center">

Bharat Telephone Nigam Ltd. Chandigarh

Office Order No. S/ 1/ 2005.

</div>

It has been decided that all the offices of the Nigam shall be made a Non-
smoking Area with effect from $1^{st}$ January, 2006 in view of the ban imposed
by the Government on smoking in public places. However, smoking within
the canteen premises would not be prohibited. The decision has been taken to
protect the general health of the employees and also the members of public
visiting the company's offices. All employees are requested to co-operate and
adhere to the decision strictly.

<div align="right">

Sd / General Manager

</div>

**Q.11**    Read the following passage carefully and answer the questions that follow in your own
words.

**PASSAGE:**

Do not study for too long at once.  So long the mind acts with ease, it may be allowed
to continue working, but if we find that it moves slowly and extra trouble is needed to
keep the attention fixed, it is for better to break off and take a walk or some other
recreation than go plodding on until one feels wholly exhausted.  To continue forcing
the mind to work is likely to lead to injurious results and may end in a nervous
breakdown.  Violent exercise which causes bodily weariness is not what is wanted; for
with a tired body, little mental peace is possible.  Useful exercise as a change for study
should give energy, not exhaust it.

**Questions:**

(i)      How long should one allow one's mind to continue working?        **(3)**
OR
What danger is there in working with a tired mind?

(ii)     What kind of exercise is needed when the mind starts moving slowly?     **(2)**
OR
What principle should be followed while studying?

(iii)    What is the danger of taking violent exercise?                    **(2)**
OR
Give the meaning of the phrase "to break off".

**Ans:**          (i)      One should allow one's mind to continue working so long the mi~~~~
                          ease.

                          (OR) Working with a tired mind, it is difficult to keep the attention fixed.~~~~

                 (ii)     when the mind starts moving slowly, it is better to break off and take a walk ~~~~
                          some other recreation.

                          (OR) While studying, it is desirable to avoid plodding or being mentally
                          exhausted. One should study only so long as the mind is concentrated.

                 (iii)    Violent exercise may cause bodily weariness and is also likely to rob us of
                          mental peace.

                          (OR) The Phrase "to break off' means to stop the mental activity and to give
                          respite to our tired mind.

**Q.12**         A number of factors affect communication patterns. List three important intagible
                 factors and briefly explain any two.

**Ans:**                 **FACTORS INFLUENCING COMMUNICATION PATTERN.**

                         The communication system of an organization is generally influenced by these
                         four factors: the formal channels of communication, the authority structure of
                         the organization, job specialization and information ownership.

                 (i)     **FORMAL CHANNELS OF COMMUNICATION**

                         The formal channel of communication is controlled by managers. It is mostly
                         directive or restrictive in nature and does not leave much scope for free flow
                         of information.

                         The formal channels influence the effectiveness of communication primarily
                         in two ways. In the first place, the formal channels cover an ever-widening
                         distance as organizations grow. Secondly, the formal channels of
                         communication can actually inhibit or stand in the way of free flow of
                         information between organizational levels. On the positive side, there are
                         many advantages also. The formal channels, by virtue of their tendency to
                         monitor and filter information, keep the higher-level managers from getting
                         bogged down with it.

                 (ii)    **AUTHORITY STRUCTURE**

                         The organization's authority structure has a similar influence on its
                         communication system. Status and power difference play an important role in
                         determining who will communicate with ease with whom. The content and
                         accuracy of the communication will also be influenced by the place of the
                         people in the organization. For example, conversation between a general
                         manager and a clerk will, in all probability, be strained by politeness and
                         formality.

(iii)    **JOB SPECIALIZATION**

Job specialization usually encourages and facilitates communication wit~ specialized or differentiated groups. Members of these specialized groups s~ the same line of thinking, use the same jargon, set similar goals and adopt simila~ styles. But at the same time, communication between highly specialized groups is ~ very likely to be inhibited.

(iv)    **INFORMATION OWNERSHIP**

This term means that individuals own or possess unique information about their specific jobs. For example, a plastic surgeon in a super specialty hospital may have found a particularly efficient way of cosmetic nose correction or a chef in a big hotel may have come upon a new recipe. Such information is a form of power for the person possessing it as it gives him an edge over others. He may not like to share his knowledge or particular skill with others. As a result, completely free flow of information does not take place, although the ownership can be shared.

**Q.13**    Rewrite each of the sentences below filling in the blanks with appropriate form of the word given in the brackets :

(i)      I shall give him your message when he _____ (come).

(ii)     Yesterday the students _____ (leave) the classroom before the teacher _____ (enter).

(iii)    The Arabian Nights _____ (contain) wonderful stories of adventure.

(iv)     It _____ (make) me sad when he did not help me.

(v)      The teacher firmly believed that hard work _____ (pay) in the long run.

(vi)     No doubt he _____ (succeed) next time.

(vii)    He saw that the clock _____ (stop).                    **(7 x 2)**

**Ans:**   (i)    Comes          (ii)    had left

         (iii)   Contains        (iv)    Makes

         (v)    Pays            (vi)    will succeed

         (vii)   had stopped

**Q.14**    **Do as directed :**

(i)      Nivedita said to me, "Please help me to lift this table."
         (Rewrite the sentence in Indirect speech)

(ii)     Alas she has refused my proposal.
         (Rewrite the sentence using punctuation)

(iii)    Meena is my friend.  Her father is an engineer.

(Rewrite the sentence using 'whose')

(iv)     They will take her to hospital tomorrow.
         (Change into passive voice)

(v)      There is _____ bridge over _____ Ganga at Benaras.
         (Insert the appropriate article)

(vi)     He died _____ cholera.
         (Insert suitable preposition)

(vii)    He is very weak.  He cannot even move.
         Combine the sentence using 'so ------ that')                    **(7 x 2)**

**Ans:**    (i)      Nivedita requested me to help her lift that table.

         (ii)     Alas! She has refused my proposal.

         (iii)    Meena is my friend whose father is an engineer.

         (iv)     She will be taken to hospital tomorrow.

         (v)      There is a bridge over the Ganga at Banaras.

         (vi)     He died of cholera

         (vii)    He is so weak that he cannot even walk.

**Q.15**    What are the barriers to effective communication?                    **(4)**

**Ans:**    **BARRIERS TO EFFECTIVE COMMUNICATION**

         Communication is very often affected/distorted/blunted by noise that occurs primarily at the
         transmission level. Noise is one of the biggest barriers in communication. For example, in a
         factory, there are machines and engines making a constant noise, oral communication
         becomes difficult. Blaring loudspeakers around is bound to interfere with our conversation.
         Weather conditions also act as a barrier in communication. The other barriers in
         communication are:

         (i) lack of planning, (ii) Wrong/unclarified assumptions, (iii) semantic problems, (iv)
         cultural barriers and (v) socio-psychological barriers.

**Q.16**    Briefly explain the following barriers:

         (i)      Common frame of reference.

(ii)     Attitudes of Sender & Receiver.

(iii)    Semantics

(iv)     Psycho-physical factors.                                          **(10)**

**Ans:**   (i)    The sense of 'sharing' is inherent in the very origin and nature of communication. And, what is it that we share in communication? The one word answer is 'information' i.e. something to tell, in whatever way we like, or as the situation demands. Communication is the process by which meanings are exchanged between people through the use of common set of symbols.

(ii)    The attitudes of sender and receiver are very important in the process of communication. If the receiver is not in the right attitude of receiving the message, the message will not be communicated.

(iii)   Communication is primarily concerned with the transmission of meaning, the systematic study of which is semantics. That is why any problems arising from the expression/transmission of meaning are called semantic problems or barriers. Most of the communication is based on words and words are liable to be used in myriad different ways. It is therefore, important for the sender to encode his message in such a way that the receiver decodes it to get the intended meaning.

(iv)    Psycho-physical factors.

Status consciousness is widely known to be a serious communication barrier in organizations. It creates psychological distance leading to breakdown of communication or miscommunication. A man high up an organization often builds up a wall around himself that the people below find it difficult to break through.

**Q.17**   Write an application to the Director, Dayalbagh Educational Institute, Agra, for the post of a lecturer in Physics.                                          **(14)**

**Ans:**   To

The Director

Dayalbagh Educational Institute

Agra.

**Sub:- Application for the post of a lecturer in physics.**

Respecter Sir,

In response to your advertisement in the Hindustan Times of April 2005, I wish to apply for the post of a Lecturer in Physics in your august Institute. I am enclosing my brief bio-data for favour of your kind consideration and favourable decision. A perusal of my biodata would convince you that I fulfil the requisite educational qualifications and posses adequate experience for the post applied. I am looking forward for an early personal interview with you.

Thanking you,

Yours faithfully
Deb Ashish
F-225, Moti Bagh
New Delhi-110021

**Bio-Data**

1)     Name:                    Deb Ashish

2)     Date of Birth:         20-4-1978

3)     Address:              F-225, Moti Bagh, New Delhi-110021

4)     Education Qualification:     (i) Passed Class XII from C.B.S.E with distinction marks in Physics and Chemistry.

                                          (ii) Passed B.Sc (Hons) from Delhi University.

                                          (iii) Passed M.Sc in Physics from Delhi University in 1st Division.

5)     I have passed the UGC NET examination.

6)     I worked as a temporary Lecturer in Physics in Doaba College Rohtak.

7)     References:              (i) Dr. Mohan Gopal Prof. And Head of the Deptt. M.D. University.

                                          (ii) Dr. D.P. Gupta, Asstt. Prof. M.D. factors Unviersity.

**Q.18**     Write in not more than 120 words a technical description of any **TWO** of the following :
(i)        Tape Recorder.
(ii)      Telephone.
(iii)     Telescope.
(iv)     Computer.                                                **(14)**

**Ans:**     (i)     **TAPE RECORDER**

A tape recorder is a device that records radio signals and other information on magnetic tape by selective magnetization of iron oxide particles that form a thin film on the tape. A recorder usually also includes provision for playing back the recorded materials.

(ii)     **TELEPHONE**

When we speak, that air makes your vocal cords vibrates. These vibrations are passed on to the air molecules so that sound waves come out of your mouth, that is, vibrations in the air. These sound waves strike an aluminium disk or diaphragm in the transmitted of your telephone. And the disk vibrates back and fourth in just the same way the molecules of air are vibrating.

The vibrations send a varying, or undulating, current over the telephone line. The weaker and stronger currents cause a disk in the receiver at the other end of the

line to vibrate exactly like those which you sent into the mouth piece. ~~~ e sound waves reach the ear of the person at the other end, they have the s~~~ as they would have if they came directly from your mouth.

Now to the story of Alexander Graham Bell and how he invented the telepho~~~ On June 2, 1875, he was experimenting in Boston with the idea of sending several telegraph messages over the same wire at the same time. He was using a set of spring-steel reeds. He was working with the receiving set in one room, while his assistant operated the sending set in the other room. Thomas Watson, his assistant plucked a steel reed to make it vibrate, and it produced a twanging sound, Suddenly Bell came rushing in, crying to Watson: "Don't change anything. What did you do then? Let me see." He found that the steel rod, while vibrating over the magnet, had caused a current of varying strength to flow through the wire. This made the reed in Bell's room vibrate and produce a twanging sound. The next day the first telephone was made and voice sounds could be recognized over the first telephone line.

(iii)    **TELESCOPE**

It is a device that collects radiation which may be in the form of electromagnetic or particle radiation from a limited direction in space. When we look at stars and planets through a telescope. We see light waves that they send out. Light is form of radiation. But stars send out other forms of radiation besides light. Part of the radiation from stars is sent out as radio waves. Some of these waves can be detected by special radio receivers here on earth. The radio receivers collect and magnify the radio waves, just as ordinary telescopes collect and magnify the picture the light waves give. These radio receivers are called radio telescopes. There are many kinds of radio telescopes, but all o them consist of two parts-an antenna and a radio receiver. The antenna is often a huge, spectacular-looking metal dish. It may be fitted on a movable stand or mounting, so that it can be pointed to any part of the sky. Special kinds of radio receivers are needed to magnify, or amplify, the incoming waves. These telescopes help astronomers learn facts about the universe that could not be learned in any other way we now have.

A telescope is an astronomical tool which gathers and focuses electromagnetic radiation. Telescopes increase the apparent angular size of objects, as well as their apparent brightness. The word 'telescope' usually refers to optical telescopes, but there are telescopes for most of the spectrum of electromagnetic radiation.

(iv)    **WHAT IS A COMPUTER?**

A Computer is an electronics machine which calculates extremely fast, much faster than a conventional calculator. A computer works under a set of rules for which it is designed. Being a machine, it will not perform independently or creatively.

It has got to be told in specific terms what you would like it to perform. Unlike a calculator a computer not only computes, but it also performs certain non-computational processes. These are manipulating texts and performing logical decisions as well. Therefore, a computer system performs two types of processing viz. numeric and non-numeric. Numeric processing includes addition, subtraction,

multiplication and division. Non-numeric processing includes text and, logical processing.

To perform these activities there must be devices or sub-systems capable performing the above. The sub-systems needed are:

(a) Input Device, (b) Central Processing Unit (CPU), (c) Output Device.

These are physical components of a computer system and these are called hardware. Input Devices include keyboard, mouse, joy-stick, lightpen etc. The keyboard is the most common input device now and is used for all kind of computers, main mini and micros. Central processing Unit (CPU) is literally the computer or the brain of the computer system and performs all processing, like addition, multiplication, division and logical processing. The CPU is further divided into 3 parts: (a) The Memory Unit, (b) The ALU (Arithmetic Logic Unit) and (c) the Control Unit. The control Unit controls the flow of instructions and data from the memory to the ALU as well as it directs the output to the peripheral devices at the appropriate time. Output device is used for either displaying the results on the screen of a computer monitor (this is called a soft-copy) or, if we print out the output through a printer, we get a hard copy which we can hold in our hands and store in paper files for all times to come.

**Q.19** Why are formal reports required in an organisation?       **(4)**
**Ans:**

A report, as the name suggests, is a statement describing what has happened. In business there are many occasions when some form of 'report' is required .It is supposed to be a detailed examination of a situation or problem, of action taken, or of the findings or an investigation Thousands of reports, long or short, formal, crucial or ordinary, special or routine are written everyday. A foreman, at the end of the day, reports to the Manager the progress of the work carried on in his supervision. The Manager of a bank sends a periodic report to the Head Office on the state of deposits, advances, overdraft limits, etc. during that period. Another Manager posted in a remote rural area would like to report to the Head Office the difficulties faced in sanctioning loans to farmers and later in the recovery of loans earlier sanctioned. The subject matter of a report, therefore varies with the type of business being undertaken by the organization. The purpose of such reports is usually to bring information to the attention of senior management authorities so that any decision regarding the matter under review can be taken by them with knowledge of the background, facts and circumstances.

A report is a 'basic' management tool used in decision-making'. Hence it is extremely important. Large-scale organizations are engaged in multifarious activities, which are being handled by different departments. Their top executives cannot keep a personal watch over all these activities. So they have to base their decisions on the reports they get from the heads of various departments. For large organizations, therefore, reports are just indispensable.

**FORMAL REPORTS:** A formal report is one, which is prepared in a prescribed form and is presented according to an established procedure to a prescribed authority. Formal reports can be statutory or non-statutory. A report prepared and up-to-date knowledge of the

various activities at the branch offices, keeps the branch offices well acquai[illegible] e activities at the centre, and some kind of link is maintained among the various This calls for an effective and efficient network of communications.

In the present world, business activity has become extremely complex. This being an age o specialization, planning, production, sales, stores. Advertising, financing, accounts welfare etc., are handled by different departments. If these departments do not communicate with one another them. This may give rise to some awkward and embarrassing situations for the management. When production is fully geared up, the stores department may report shortage or non-availability of raw materials. The planners having spent one full month to work out the details of a new product may suddenly discover that there are no finances available to execute the project.

Effective communication, therefore, promotes a spirit of understanding and cooperation. If there exists effective communication between the management and the employees, it helps to bring about on atmosphere of mutual trust and confidence. The employees know exactly what is expected of them; the management is aware of the potentialities and limitations of the employees and knows how to exploit the first and make up for the letter. An effective communication, whether oral or written must have the following ingredients.

(a) Polite and courteous language (b) to the point (c) use of appropriate words, (d) simple clear and understandable language and (e) coherent presentation of the matter.

(i)       **TECHNICAL REPORTS AND THEIR IMPORTANCE**

Technical material usually represents a particular field of knowledge. The Oxford Dictionary states that the word technical means a specialization in a subject, art or craft. For example, most of us know how to operate a computer but we do not really know as lay people, what goes into the making of a computer. Only a competent computer engineer knows how to assemble a computer and what goes into each part of the machine. Only technicians or technically expert people are called upon to deal with matters of technical nature. Any report to be prepared and submitted on technical matters is therefore termed as technical report. An expert in the field of cookery or jewellery has technical expertise in that particular field. He has acquired an education in that particular field.

(ii)      **DIFFERENCE BETWEEN TECHNICAL AND ROUTINE WRITING**

The routine writing is understood by a layman whereas the technical writing can be properly comprehended only by a specialist in that line. For example a medical record of a patient, containing all details of a patient's illnesses, will be understood by any medical professional. But to a layperson it will not make any sense, as he does not understand medical terminology. Technical material is not meant for the general reader. It is meant for those who have an in-depth knowledge of the presented according to the form and procedure laid down by law is called a statutory report. Report submitted at the statutory meeting of shareholders. Director's report to the Annual General Meeting, Annual Return, Auditor' Report are statutory reports. Formal reports which are not required under any law but

which are prepared to help the management in framing policies or other important decisions are called non-statutory reports.

**Q.20** What steps are taken to condense a report into an abstract or summary? **(10)**

**Ans:** Busy executives do not have time to read thoroughly lengthy reports. For administrative convenience, therefore, summary or synopsis of detailed reports are appended. A Summary of a report should be concise, accurate and unbiased. Summaries of the reports are used in business communication sometimes are sent via E-mail. For example the summary of a Director's Report dispatched to all the shareholders should generally include the following points in its abstract.

1. Give an account of the working of the company during the years under review under suitable headings like production, sales, finance, profits, exports etc.

2. If there has been any other achievement of the company during the period-branch expansion diversification of business modernization of plant, addition to equipment change of premises etc make a note of it.

3. Briefly mention future prospects, making a special note of any plans or problems.

4. Include the details relating to any changes in the Directors caused by resignation retirement or death. Make a mention of the newly elected directors.

5. End your summary with a note of appreciation of the work done by your colleagues and employees. Remember the tone of the abstract should be factual and should have a ring of sincerity about if. Do not end your abstract with a note of dejection. It must end with a positive note.

**Q.21** What do you understand by the word "communication"? Explain the process of communication. What is the importance of communication? **(14)**

**Ans:** The word 'communicate' has been derived from the Latin word 'communis' (meaning common or the word 'communicare' which means 'to impart' or to participate, to share or to make common source. The English word 'common' a sense of sharing is inherent. Living in a civilized society, all of us share with other some information, we have something to tell others. In this book 'Communication is Business' Peter Little defines communication. "Communication is the process by which information is transmitted between individuals and/or organizations so that an understanding response results." John Adair writes 'communication is essentially the ability of one person to make contact with another and to make himself understood- Communication is thus, the process by which meanings are exchanged between people through the use or a common set or symbols. Yet another definition states as under.

'Administrative communication is a process which involves the transmission and accurate replication of ideas ensured by feedback for the purpose of eliciting actions which will accomplish organizational goals.'

**This definition emphasizes the following important points:**

| 1 | The process of communication involves the communication of ideas; |
|---|---|
| 2 | The ideas should be accurately replicated (or reproduced) in the receiver (i.e. there should not be any dilution, exaggeration or distortion of ideas) |
| 3 | The transmitter is assured of the accurate replication of the ideas by feedback (i.e. it is a two way process) |
| 4 | The purpose of all communication is to elicit action. |

## PROCESS OF COMMUNICATION

The Process of communication involves the communication of ideas. The process is a systematic series of actions, operation of series of chances directed to some end. The process of communication leads to a desired result as, for example in the execution of an order, production of a report, a telephone conversation, a memorandum etc. The process has the following ingredients:

(i)     There must be participants who are communication:

(ii)    Both parties must share a common language means of communication.

(iii)   The message has to be imparted.

(iv)    The message has to be received properly, understood and interpreted.

**Importance or communication:**

Communication may be aptly described as the life-blood of business. No business can develop in the absence of effective internal and external communication. Besides, communication skills of the employees are given high weightage at the time of their appointment as well as promotion. Effective internal communication is considered important for following reasons.

Modern business has grown in size. Large business houses have a number of branches with in the country and even abroad. Some of the multinational corporations are no smaller than huge empires. The central organization of a large business house is its nerve center. For its healthy and even growth, it is extremely important that the central organization maintains a thorough and subjects concerned and is meant as a means of communication between such professionals Abbreviations and scientific terms are usually in full use in such writings. When you write a technical report, make it as simple as possible. You do not have to explain every single line. The people you are writing for will already be familiar with the jargon. When we write, we should aim at informing the reader, without either talking down to him or going into too many difficult, obtuse explanations. Keep to a simple style.

**Q.22**     Why are technical proposals important in a competitive environment?          **(6)**

**Ans:**     The importance of technical proposals in a competitive environment.

The modern business has become very competitive. The business proposals whether

technical or non-technical ones need careful attention while submitting fo~~r~~ ~~e~~ bidding. If such proposals are framed/prepared by people who do not possess th~~e~~ know how of the subject, they are bound to be rejected and at least not co~~n~~ favourably. Hence the importance of technical proposals in a competitive environment.

**Technical Proposal should be processed in the following manner: -**

Prepare draft outline/revise as needed.

Identify and select writers for each section.

Determine page numbers for each section.

Provide writers with written formatting guidelines/instruction.

**Q.23** Briefly explain with an example solicited and unsolicited technical proposals. **(8)**

**Ans:** A Solicited proposals are usually sent to customers who issue a "Request for proposal" or RFP. When a customer wants something that is too complicated to pick up at the store or order from a vendor, they often write down a description of it and issue it as an RFP.

A solicited proposal provides you with a description of what the customer wants. Many also provide you with formatting instructions for your proposal and the evaluation criteria that will be used to make a selection. Sometimes you will make a suggestion to a potential consider your suggestion. This counts as a solicited proposal because they are expecting it and you have a chance to talk the customer and gain an understanding of their needs. An unsolicited proposal is sent to a customer who has not requested it. Unsolicited proposals must be especially convincing since the customer has not anticipated, planned, or budgeted for the proposals.

**Q.24** Write an order letter from M/s Ganesh Trading Company Delhi to M/s Ludhiana Woolen Company Punjab for placing an order of woolen blankets. **(14)**

**Ans:** Ganesh Trading Company        Tele _____

Chandani Chowk, Delhi-110006     Telex _____

Ref. No. _____

To

M/S     Ludhiana Woollen Company,

Punjab

**Subject: Placing an order for the supply of woollen blankets.**

Dear Sir,

We are grateful to you for supplying promptly the quotations of the woollen blankets manufactured by your company. You would kindly supply to us 200 blankets each of the single-bed and double bed sizes specified in your aforesaid quotation on the price specified therein. Please send these goods by post-parcel and dispatch the invoice in duplicate.

The blankets are required urgently as some of our regular and valued customers who

have seen the sample were greatly impressed by its quality. The time factor is ⟨...⟩ winter season has already commenced. We hope you will expedite the dispatch o⟨...⟩ so that they reach here within a week's time from the date of this order. We reserve ⟨...⟩ to reject the good if the delivery is delayed inordinately and if the material suppli⟨...⟩ defective.

Yours faithfully

For Ganesh Trading Company

**Q.25**     Write an essay on "The role India should play in the future IT environment of the world."

                                                                                     **(14)**

**Ans:**     **The essay should focus on these points:**

It consist of a number of components-automated banking and post office equipments, franking machines, digital transmission equipment; satellite earth stations; TVRO stations; data broadcasting by satellite; relayed telecommunications with radio link branches to hardware and software/computer data storage; communication networks, computer outputs on various types of media; office automation devices such as work processors, photocopiers, electronic mail and filing, electronic memory teleprinters, microfilming, facsimile or fax and a lot more. Impact of IT: resulted in a shift from an industrial to information society; ushering an era of generalists rather than specialist etc.

Prospects (offered by use of the various aforementioned instruments of new information technology are very promising especially for a country like ours. It is envisaged that in the years to come, a positive use of information technology will open up new vistas of development unparalleled in the history of civilization.

**Q.26**     Read the following passage carefully and answer the questions that follow in your own words.

**PASSAGE:**

The unequal distribution of wealth in society is unjust and unnatural. Everyone should have an equal share in all the products of social labour. Everything belongs to all. The sum total of wealth should be distributed in the spirit of love and social service, as the income of the family is spent among its members at present. The wealth of the whole world is the heritage of all who live on the earth. The very poor who lack even the necessaries of life are, therefore, unjustly deprived of their share. They are robbed of what is their due. Some rich people are having too much, while the poor are given too little. Therefore, if you belong to the upper middle class or to the wealthier group of capitalists and landlords, you are called upon in the name of justice to make due restitution to those whom you have deprived and defrauded. A part of what you call money really belongs to them, you have stolen it from them by force or fraud. It is, therefore, your duty to restore that money to its rightful owners. The spontaneous feeling of pity moves you to give something when you understand that justice demands the immediate repayment of other people's money. Give away your superfluous wealth; or live in shame and sin as thieves and robbers.

**Questions:  (Answers not to exceed 3 – 4 lines each)**

(i)      Why is the unequal distribution of wealth unjust and unnatural?

(ii)    What arguments does the author give in support of equal distributio___ wealth of the world?

(iii)   What are the wealthier people called upon to do?

(iv)    What makes the rich live in shame and sin and how can they get rid of it?  **(14)**

**Ans:**    (i)    The unequal distribution of wealth is unjust and unnatural because it robs the poor of what is their due and it is unnatural because the wealth of the world is the heritage of all who live on the earth.

(ii)    Total wealth should be distributed in the spirit of love and social service just as the income of the family is spent among its members.

(iii)   The wealthier people are called upon to make due restitution to those who have been deprived and defrauded.

(iv)    Unethical possession of wealth makes the rich live in shame and sin. They can get rid of it by giving away their superfluous wealth to the needy.

**Q.27**    Compose a dialogue between a Voter and Candidate on the eve of elections to the Municipal Corporation of your town.                                      **(14)**

**Ans:**    **The dialogue must cover the following points:**

Candidate exhorting the voters to vote for him; extends all possible promises to lure the voters, promises to end corruption in public life, tone up administration, spend the public money on welfare activities etc. on the other hand the voter; must put searching questions such as the past record of the candidate, the little being done by the elected candidates, not showing their faces for five years, neglecting all the promises made etc.

**Q.28**    Draft a speech you would like to deliver on 'The importance of English in the teaching of science and technology.'                                      **(14)**

**Ans:**    The speech must begin with the address 'Ladies and Gentlemen' should begin with the importance of English in Public life, its importance in the teaching of science and technology. In science and technology the use of English cannot be dispensed with English enjoys a commanding position in science, technology, engineering, law, medicine. Commerce, industry an the diplomatic service. If our country has to make progress, our engineers and scientists must have a good command over English. The English language is no longer the repository of the English people. Latest knowledge of scientific discoveries and other branches is available only in English and how can our country live in isolation.

**Q.29**  Do as directed :

(i)  This is the biggest diamond that I have ever seen.
(Change from Superlative to Comparative Degree)

(ii)  _____ Ganges is _____ sacred river.(Complete the sentence by filling in suitable Articles)

(iii)  Hard work told _____ his health.
(Insert appropriate Preposition in the blank)

(iv)  We hope that we shall win the match.
(Change Active into Passive Voice)

(v)  He said to me, "Rest assured, I will not desert you".
(Convert Direct into Indirect form of speech)

(vi)  I will give a prize said the teacher to the boy who gets the highest
marks in the examination.
(Punctuate the above)

(vii)  Besides being intelligent, he is hard-working.
(Convert Simple sentence into Compound one)  **(7 x 2)**

**Ans:**  (i)  This is bigger than any other diamond I have ever seen.

(ii)  The Ganges is a sacred river.

(iii)  Hard work told upon his health.

(iv)  That the match will be won by us is hoped by us. Or It is hoped (by us) that the match will be won by us.

(v)  He assured me that he would not desert me.

(vi)  "I will give a Prize", said the teacher "to the boy who gets the highest marks in the examination."

(vii)  He is not only intelligent but hard working also.

**Q.30**  What are the advantages of Written Communication over Oral Communication? Discuss barriers to effective Communication.  **(14)**

**Ans:**  Advantages of written communication over Oral Communication.

It has the advantage of providing records, references etc.

-  helps in building up legal defences of an organization in litigation.

-    It Promotes uniformity in police and procedure.

-    Gives access to a large audience through mass mailings.

-    Helps in building up the organization's image.

-    It facilitates proper assignation of responsibilities.

**BARRIERS TO EFFECTIVE COMMUNICATION.**

Barriers include Noise, lack of planning, wrong/unclarified assumptions, semantic problems, cultural barriers, socio-psychological barriers, loss of transmission, poor retention, insufficient period for adjustment etc.

**Q.31**    Write a letter to the President Federation of India Chambers of Commerce and Industry, New Delhi, complaining against the dumping of foreign electrical goods in the Indian wholesale market resulting in the crash of the Indian brands; and inviting immediate action to protect the local industry.  (Give some details of such goods and suggest appropriate steps needed to be taken)                                         **(14)**

**Ans:**    **Besides the usual format, the contents of this letter must lay emphasis on the following points:**

The flux of the foreign goods especially from countries like China poses a grave threat to the indigenous producers who cannot compete such goods in terms of price. Unless the Federation of Indian chambers of commerce and industry takes appropriate measures to protect the domestic producers, the Indian industry would face extinction the labour would be adversely affected, the future of the whole industry would be jeopardized.

"Witnessing unprecedented dumping of electrical goods sourced from China. Most of these goods are smuggled though the border with Nepal. A few consignment which are legally imported are heavily under voiced. Due to this sale of leading Indian. Whole sale market for electrical goods of Bhagvati place is witnessing unprecedented dumping of electrical goods sourced from China.

Indian brands have crashed during the last six months. The aggregate daily sale has come down from a crore of rupees to rupees fifty lakhs as most transactions are in cash and go unrecorded.

We feel that immediate action is required to protect local industry. We request you to take up the matter with the GOI. So that normalcy may be enforced in the trading of electrical goods."

**Q.32**    Write a letter to offer your wholesale agency to an applicant.  Mention the terms of appointment in detail and obtain consent.

OR

Write a letter to your Insurance Company reporting the destruction of goods stored in your warehouse.  Request an immediate survey so that you may file a claim for compensation.

                                                                                                    **(14)**

**Ans:**       **Besides the usual format, the letter should cover the following points in its c̷**

Most of agency correspondence shares the features of sales letters. The objective of̷ the same to sell. Just as direct sales letters aim at selling the product, a principal lookin̷ agents/ franchisees sells his image and his product through the agent. The approac̷ therefore is persuasive since the relationship between the principal and the agent is built up on mutual trust and shared benefits. In a way state the terms and conditions of the agency contract/agreement for which clarity and brevity are necessary. Following are some of the terms and conditions that the letter must state:

    a      Goods will be supplied on F.O.R basis.

    b      For each consignment a bill for specified time (say 3 months) will be drawn.

    c      State the commission (%age) on invoice price.

    d      Every new design developed by the principal will be supplied to the agent.

    e      The Agent would not receive directly any order

    f      For standing and credit mention some prominent firm or a Bank.

    g      Agreement bond in duplicate will have to be drawn and enclosed with the letter.

<center>(OR)</center>

This letter has to be addressed to the Manager of the Insurance company with whom the insurance of the warehouse has been done The letter must make a reference to the fire Policy No. etc.

The steps taken to contain the fire.

The rough estimate of the loss suffered and the expenses incurred on extinguishing the fire (enclose the cash receipts)

The urgency for taking stock of the loss by the insurance co.

Make a request for making early arrangement for 'on the spot' inspection by the surveyors of the company.

Make a request, in the meanwhile, for the supply of the proforma for filing insurance claim.

**Q.33**      Write in not more than 120 words a Technical Description of **ONE** of the following

    (i)      The Internet.

    (ii)     Floppy Disc.

(iii)     Calculator.

**Ans:**      **(i)    INTERNET:**

With the widespread use of computers in all walks of life, the need arose for making the computers communicate with one another to share data and information. Circuit switching, which works work for voice communication, is inefficient for computer communication, and a radically new approach, called packet switching, was developed. This packet switching is fundamental to computer networks. The threat of a war between the Soviet Union and the United States in the 1960s led to the development of the Internet. The Internet is a dynamic network. To connect two or more networks is a challenging task because each network has its own protocols. A router is therefore used to network heterogeneous networks, a global network interconnecting millions of networks, also uses the same mechanism. The IP and TCP protocols provide the means of achieving global connectivity. The Transmission control protocol(TCP) has to run on each and every and system.

**(ii)    FLOPPY DISK AND HARD DISK**

Floppy disks are external memory devices and store programs and data when the computer is turned off. When a floppy disk is inserted into a disk drive, the computer can read information from it or write new information on to it. Like floppy disk drives, hard disks drives  are external memory devices. The disks are made of hard aluminum platters coated with magnetic oxide. The flexible material is cut into circular pieces 5 ½" in diameter. There are mini disks 3 ½" in diameter. The circular pieces are packaged in 5 ¼" square plastic covers. The 3 ½" floppy is covered by a rigid plastic case. A long slit is provided for the read/write head to access the disk. A hub in the center is used for mounting the disk drive. A hole is used to sense index marking. Once installed in the system they are not removed and hence they are called fixed disks. In order that floppies and/or hard disks may accept data and information for storage these need to be prepared. The process of preparation of floppy diskettes is called formatting. The floppy diskettes are sensitive to dust, heat, liquids, voltage fluctuations, which make data stored on them prone to corruption.

**(iii)   CALCULATOR**

A Calculator is a device for performing numerical calculations. It should not be confused with a calculating machine. Now a days many people have a calculator with them as part of their mobile phone and/or personal digital assistant. Engineers and accountants make use of calculators for problems where a computation is not complex enough to demand the use of a general-purpose computer. In most developed countries, students use calculators for schoolwork. Also, some wrist watches contain a calculator. Today calculators are electrically powered, most often by battery and are made by numerous manufacturers, in countless shapes and sizes varying from cheap, give-away, credit-card sized models to more sturdy adding machine-like models with build-in-printers. Only a very few companies develop and make modern professional engineering and finance calculators the

most well known are Casio, Howlets Packard (HP) and taxes instr̶ ̶ ̶ ̶h calculators are good examples of embedded systems. Today most calc̶ handheld microelectronic devices, but in the past some calculators were as today's computers. A pocket calculators is a small battery-powered or powered electronic digital computer made possible by integrated semiconduct̶ technology

**Q.34**        Draft any ONE of the following :

(i)      A Circular by the Management inviting suggestions from employees of the Company to improve productivity.

(ii)     A Public Notice disclaiming liability for the acts of one of your former employees.

(iii)    A Representation to the General Manager requesting for provision of Canteen facilities in your organisation.                              **(14)**

**Ans:**    (i)    There are organizations where there is an open policy of inviting suggestions freely from all employees. These suggestions help in evolving new policies and modifying existing policies. This circular letter has to be written in this perspective.

At the Inter-Departmental meeting of the company it was decided to invite suggestions from all the employees of the company to improve productivity. The employees may be aware that due to stiff competition in the market the company's products find it difficult to stand up the prevailing market rates. Cost reduction and improvement in quality would immensely help the company to face the competition in the market. All employees are requested to give their suggestions for reducing the cost of production and in the area of improvement in the quality of the product. The suggestions from the employees may be forwarded through their immediate shop/office supervisor to the Manager signing the circular letter. The employees giving good suggestions will receive commendation certificate beside suitable monetary rewards.

(ii)    This has to be written in the form of a public Notice (specific format i.e. it should have news value, it should be factually true, should be brief and precise, it should be drafted in a simple language and conversational style, and above all, it should be suitable for publication). In this Notice, the general public or the people/organizations concerned with the activities of your former employee should be clearly told/cautioned that the said employee is no longer your employee and that any act/ contract undertaken by the said employee by any person/organization in that capacity, your company will not be liable for any such contract/action and that any person/organization so dealing with the employee shall do it at his/their own risk and cost.

(iii)   The representation should normally voice the feelings of individual employees, who do not carry their Tiffin, have to entertain their guests and visitors and must

highlight the inconvenience to such employees on account of lac~~k~~ ~~of~~ ~~such~~ facilities and ultimately adversely affect the efficiency and producti~~vity~~ ~~of~~ organization.

**Q.35**    Discuss in detail the process of language communication.                    **(7)**

**Ans:**    Man is the only species gifted with language. And the use of language is primarily in speech. Writing comes afterwards. That is why in language communication, oral communication comes before its written counterpart. In any organization, as in everyday life, both formally and informally we communicate more orally than in writing. It is primarily oral communication more orally than in writing. It is primarily oral communication that builds up human relationship. It is the use of the  gift of speech, or talking, that brings the members of a family, neighbors and friends and likewise, colleagues in organization together. With oral communication any organization will become just lifeless.

Language communication can be either formal or informal. In a business organizations there are ample opportunities for both formal and informal oral communications. In fact, a lot more time is spent in informal oral communication. The simple reason is that all communication is essentially conversational in nature and has a social purpose. Whenever people get together there is bound to face-to-face communication in which they will share all sorts of ideas, feelings, etc. Side by side, with, and in addition to, the informal oral communication, various kinds of formal oral communication take place in an organization. Very often people in business have to make formal presentations before a group that may be large or small. They have to participate in meetings and group discussions. All these are formal kinds of oral communication. The basic ingredient of language communication is that there should not be any ambiguity about the language because any slip in the language would lead to the message not properly delivered to the receiver. Both the sender as well as the receiver of the message must have a common frame of mind and must agree on mutually acceptable language. Then there are virtues about the use of language. Proper feedback would ensure to the sender that the message has been properly received by the receiver. Language communication also presupposes the presence of two persons-one who sends the message and the other who receives it. Therefore, language communication is a two-way process in which transmission and feedback of message is done. The language process also includes listening, speaking, reading, writing movement, actions, diagrams, etc.

**Q.36**    What is meant by 'communication noise'?  What are the possible sources of this noise in a simple communication process?  Discuss in detail.                    **(7)**

**Ans:**    **COMMUNICATION NOISE:**

Noise is any disturbance which occurs in the transmission process. In face-to-face communication without a microphone, the air may be disturbed by noise in the environment such as traffic, factory work, or people talking. Any interference in the message sent and message received leads to the production of 'noise'. The term communication barrier or that which inhibits or distorts the message is an expansion of the concept of noise. Noise here does not mean cacophony, but a break in the

communication process.

The possible sources of communication noise can be:

1) Wrong choice of medium
2) Physical barriers that include (a) noise,(b)time and distance
3) Semantic barriers such as interpretation of words by passed instructions
4)  Different comprehension of reality
5)  Socio-psychological barriers such as emotional state of mind, closed mind, status consciousness, inattentiveness and faulty transmission.

These can be explained briefly as under:

1) **Wrong choice of medium**: there are various media of communication such as oral, written, visual, audio-visual, etc. all these media have their relative merits and limitations. While a properly chosen medium can add to the effectiveness of a communication, an unsuitable medium may act as a barrier to it. Therefore each communication must be transmitted through an appropriate medium. An unsuitable medium is one of the biggest barriers to communication.

**2)  Physical barriers include**

(a) **Noise**: it is true that in places like factories and crowded places, it is difficult to put across the message to the receiver due to excessive physical noise. The word noise is used to refer to all kinds of physical interference like illegible handwriting, smudged copies of duplicated transcripts, poor telephone connections, etc.

(b) **Time and Distance**: Invariably, time and distance also act as barriers to the smooth flow of communication. With the coming of modern facilities like telex and telephone, but all these modern facilities are not available everywhere. Sometimes mechanical breakdowns render these facilities ineffective. In such cases, the distance between the transmitter and the receiver becomes a mighty barrier.

3) **Semantic barriers:** Most of the communication is carried out through words, whether spoken or written. But words are capable of communicating a variety of meanings. It is quite possible that the receiver of the message does not assign the same meaning to a word as the transmitter had intended. This may lead to miscommunication. More importantly semantic barriers arise because words mean different things to different persons. Age, education, cultural background and many other factors influence the meaning we give to words.

Bypassed instructions is said to have occurred if the sender and receiver of the message attribute different meanings to the same word or use different words for the same meaning. To avoid problems arising out of bypassed instructions and connotative meanings of words, we should prefer words which are familiar to the receiver and avoid the use of technical jargons.

4) **Different comprehension of reality:** The reality of an object, an event, or a person is different to different people. Reality is not a fixed concept; it is complex, infinite and continually changing. No two persons perceive reality in identical manners. To minimize such barriers, we should use familiar words; clarify the shades or nuances of meaning.

5) **Socio-psychological barriers**: Different people have different personal feelings, desires, fears and hopes, likes and dislikes, attitudes, views and opinions. Some of these are formed by family background and social environment; some are formed by individual's own intelligence, inherited qualities, education and personal experiences. Problems of understanding, interpretation and response to communication arise partly from our socially-learnt attributes and partly from our personal attributes. These are called Socio-psychological barriers. To some extent, these barriers may be overcome by

an effort of the will.

**Q.37**        Elucidate the concept of Audience Analysis and Purpose analysis in the context of technical writing.                                                                                              **(7)**

**Ans:**          **THE CONCEPT OF AUDIENCE ANALYSIS**
          When we go for technical writing, we must consider audience analysis and purpose analysis because it is only through this way we get a target customer based report. In the audience analysis part, we analyze a whole part of audience where the business is applied. For any company that proposes to launch any product, it is necessary that the company gets a target audience analysis- we get brief information about the audience, their suggestion about the product. This can be achieved by using visual communication, telecommunication, and computer based communication and also by arranging a conference. It is through this method that we get information from the audience and through this way we analyze the gathered information and then write the audience analysis report.
          Before making a presentation it is of utmost importance to understand for whom it is meant. An audience is not just a gathering of individuals at one place. It has a collective personality of its own. We must see the size of the audience that is likely to influence how formal or informal the presentation is going to be. The age, sex, educational background, experienced nationality/nationalities of the audience have great relevant to the presentation. Anyone can imagine how important it is to know whether one is going to make a presentation before on all-male, all female or a mixed audience. It will influence our choice of words, tone, need for details and illustrations and so on. It will also give us an idea of their expectations and their likely reactions to what we are going to say. If we know any one of them personally it will make the presentation more effective that is why it is quite advisable to try to meet the audience before the presentation. This is not enough. Audience analysis should continue during the presentation. The reaction of the audience is writ large on their faces as we speak and illustrate. Their body language immediately gives us the much needed feedback. For this purpose, we have to keep our own eyes and ears open. Their smile stares- whether blank or excited. Silence or whispers or lip movements give us ample idea of their reactions, and guide us through our speech.

          **PURPOSE ANALYSIS**
          It means that the person proposing to make a presentation must know his proper sphere and the purpose he wants to fulfill his presentation. Is it going to be presentation for a seminar or a conference, or the occasion of launching an exiting new product? Is this sufficient time for the presentation and discussion thereafter? It is also very important to know what has been happening till the time the presentation is going to take place. Without this information the speaker will not be able to understand the context.
          The other matter to consider is the purpose of the project. This can be done while we are doing the audience analysis. It is always helpful to analyze the purpose immediately after you have analyzed your audience. It is true that every document has a definite purpose. A helpful way to make yourself think about this is to write out the following

sentences before you write any thing in the document itself:

The purpose of the document is ----------------------.

Then fill in the blank. This simple exercise should lead you to identify three im̶̶ points about your planned document:

❖ The problem the document addresses.

❖ The technical issues or major points to be made.

❖ The rhetorical issues or what the document will do for the readers.

After you have analyzed your purpose, the best way to use the results is to design the documents outline around them. The purpose analysis can be used as an introduction to most reports because it orients readers to the central issues in the document and tells them specifically how the document will meet their needs.

**Q.38**       Enumerate and explain various types of definition techniques that usually occur in documentation. **(7)**

**Ans:**     **VARIOUS TYPES OF DEFINITION TECHNIQUES:**

Documentation techniques are used in technical writing. In the business world, various types of documents such as letters, memos, reports etc. are required to be prepared. First of all we must decide the topic for which the document has to be written. Thereafter, we must collect necessary data for writing, that document. Great pains is required to be taken for all this. One has to consult various books, past references etc. A rough draft is then prepared. We must include in the draft, the topic, acknowledgement, contents, bibliography, if needed and so on. After preparing an outline of the document we have to begin the writing process which should be lucid and correct. Personal comments or attitudes etc. should not be reflected in a document. The documents should be brief and relevant. After making fair copies of such documents, these are signed and sent to the concerned authorities. This applies to documents like notice, circular letters, memos, agenda, telex etc.

Documentation is the process of keeping important matters together for future use. With the modern advanced methods, we can preserve these documents with the help of a computer floppy. For security purposes, we can also make hidden folders by giving them password. Documentation has thus become very important for every industry or business. The usual types of definition techniques used are (i0 employees details are documented, (ii) pay register etc.

**Q.39**       What is the purpose and scope of memo writing? Discuss in detail the nature and format of Recommendation memos. **(7)**

**Ans:**     **PURPOSE AND SCOPE OF MEMO WRITING**

Memo is short form of memorandum. The literal meaning of the word memorandum is a note to assist the memory. Memorandum is singular in number. Its plural forms are memorandums or memoranda.

A memo is used for internal communication between the executives and subordinates or between officers of same level. It is never sent outside the organization.

A memo can be used:

      i. To issue instructions to the staff.

    ii. To communicate policy changes to the staff.

    iii. To give/seek suggestions.

    iv. To request help or information.

    v. To confirm a decision arrived at on the telephone, etc.

However, a memo may not be found appropriate if the matter is of a complex █ serious nature involving lengthy discussion.

A memo is an official document used mainly for inter-official communication. It is an official record for the task/queries carried out in corporate/governmental organizations.

A memo is the valid document which informs the recipient in impersonal terms what to carry out or it can be a query seeking advice or clarification in regard to an earlier memo issued/received. There are two types of Memo, INTERNAL AND EXTERNAL. Internal Memo is the most widely used office document within an organization for the above-mentioned purposes. Memo can be issued by the originator to an individual or group of individuals. It can be between persons holding responsible positions as well. External Memo is used when two organizations are working in tandem and is used in a very restricted nature.

### NATURE AND FORMAT OF RECOMMENDATION MEMOS

The memo format is different from that of a letter. Since a memo moves from one department to another or from one employee to another, it is essential to write the name of the person sending the memo and the name of the recipient and the designation or department of both the persons. It must also have reference numbers. The words 'From' and 'To' are invariably used in a memo. There is no salutation, and the writer's signature is put without writing the subscription or complimentary close. The memo is properly dated, is written in direct style, and is as brief as possible. The tone of a memo need not be very formal. Nor should it be so informal that it losses it's all seriousness. The recommendation memos are usually used by an organization when it directs its employee to take up some activity etc, or an authorized functionary of an organization recommends the appointment of an individual or a firm etc to deal with. It is specialized recommendation.

**Q.40**      Assume you are Karan Bajaj, president of a small printing operation employing 25 workers. On Friday, December 11, your printing press employees will join you at an expense-paid, one-day retreat that you hope will improve teamwork among the workers. The retreat will be organised by Himachal Retreats, which offers companies outdoor team training designed to build employee trust, teamwork, and loyalty. Employees will meet at work at 8 a.m., and a Himachal Retreats van will pick them up and take them to a nearby national forest. Employees will spend the day on team-building activities, including a map-reading exercise that will require employee teams to find their way a wooded area to a particular destination. The Retreat will provide a catered picnic lunch and time for socialising. The group will return to work by 4 p.m. Since the print shop will be closed during the retreat, you consider the retreat a working day and expect all employees to attend. Employees should dress casually. They'll be outside most of the day. Write an information memo to employees announcing the retreat.         **(7)**

**Ans:**      **AN INFORMATION MEMO TO EMPLOYEES**

Memo No. C-24/2005                                                          Dated 5-12-2005

To All Employees

All the employees of Swaraswati Press are informed by this Memo that our organization has arranged an expense-paid one-day treat on Friday, December 11. The retreat will be organized by Himachal Retreats. All the workers are requested to attend this treat on the appointed day and also be present at the main gate sharply at 8 a.m. for proceeding to the Himachal Retreats. Their van will pick them up and take them to a nearby national forest. This retreat will provide them with a creative picnic lunch and time for socializing. The group is expected to return to work by 4 p.m. Since the workers would be outside most of the day, no formal dress is required. The retreat would also inculcate team spirit.

Sd/- Karan Bajaj

President

For Swaraswati Press.

**Q.41**      What do you mean by argumentative writing?  For what purpose is this writing used?

**(7)**

**Ans:**      **ARGUMENTATIVE WRITING**

Agrumentative writing is used when the writer feels the need to stress the points/ ideas he is writing. In argumentative writing the writer foresees the questions that can be asked on the specific points/ideas he is writing and hence he takes counter step against the idea well within the writing itself, highlighting the merits/demerits of the subject. While promoting an idea which has low subscription among the recipients the need for argumentative writing is imperative. This gives the reader some opportunity to weigh the idea against the existing opposing idea. Similarly while countering an idea or highlighting the demerits of a highly popular concept for a valid socio-economic/ socio-cultural reason also needs an argumentative approach. Based on the above observation argumentative writing can be viewed as one form of writing which can be used to form a single-sided opinion. Argumentative writing is widely used on scientific and technical journals, research papers etc. It is impersonal and allows little room for emotions, feelings and other concerns, thus allowing maximum elbow room for reasoning through valid means. Lawyers and historians and journalists state facts and draw upon them to form their own conclusions, clearly showing how a particular state was reached from another. For them argumentative writing is the best medium.

**Q.42**      "Impersonal style is the crux of technical writing".  Comment.                           **(7)**

**Ans:**      **IMPERSONAL STYLE TO TECHNICAL WRITING.**

Technical writing covers a huge number of topics, but they all share a common thread. They are all precise, to the point and do not allow any room whatsoever for the feelings of the writer or of any other group of people related to that issue. Technical writing is a field,

which needs good amount of accuracy and minimum deviation from the subject. The communication should be clear and devoid of personal references except subject minimum wherever unavoidable. For maintaining the accuracy of the subject, it is essential that an impersonal style be maintained. This helps the writer to better project subject and its association with other subjects. This enables the writer to focus on the given subject.

Writing on a subject with personal style 'taints' the impartiality/independence of the subject and the subject has the envelope of personal association. This aspect of personal style in technical writing takes the appeal away from the independence of the subject.

All this leads to the conclusion that for maintaining the impartiality/ focus and independence of a subject under technical writing an impersonal style is best suited. Hence it has been rightly said "Impersonal style is the crux of technical writing".

**Q.43**    "Eye movement or gaze consists of an important aspect of non-verbal communication.  It can be both dangerous and exciting aspect of interaction".  Comment.            (7)

**Ans:**    **EYE MOVEMENT OR GAZE IN NONVERBAL COMMUNICATION.**

A popular saying goes like this. "The face is the index of the heart". Whatever we feel deep within ourselves is at once reflected in the face. It is very important in any face-to-face communication event. We convey such a lot without speaking a word. For example, let us consider the facial expressions generally associated with happiness, surprise, fear, anger, sadness, bewilderment, astonishments and contentment.

Let us also consider a smile, different kinds of smile, a frown, corners of lips, the position of the eye brows, the cheeks-whether drawn up or back or drooping, the jaw, nose/nostrils and the chin. We can easily mark all the signals sent through these parts of the face by others and observe our own expressions by looking at ourselves in a mirror. The thoughts and feelings conveyed may be positive or negative. It follows, then, that we can change our behaviour/expression by changing inner nature. In addition to facial expressions and eye contact, other parts of our body move in a very meaningful manner. These movements are called gestures i.e., the physical movements of arms, legs, hands, torso and head. They play a very important role in conveying meaning without using words. The eye contact is of paramount importance in all face-to-face communications

**Q.44**    Discuss the characteristics of Business, social and Intimate gazes.            **(7)**

**Ans:**    **BUSINESS, SOCIAL AND INTIMATE GAZES.**

**Business gaze**: Business gaze is a term that we use to deal with a second party. It refers to a formal look directed primarily at the 'rival' or persons of interest. It is watchful, carefully taking in every move to achieve a desired goal. It is guarded and alert. If you something in which second person is involved and your aim is seeking profit, you will have to use term business. Some important characteristics of a business gaze are:

    :    be sure about your aim.

:       make all agreements and conditions clear/correct.

:       Don't involve in personal profit

:       Don't be emotional.

:       Look straight into the eyes of the other person. This means that the person is
        correct. You are making a true point. The other person feels that you are not hiding
        anything from him and he can trust you. It depends on you how you can win him
        over by your trust. You can win a million dollar by winning the trust of the person.

**Social Gaze**: A 'less than' formal look expressing trust and a willingness of intimacy, is
directed towards no one in particular and to everyone in general. Here in social gaze we are
among the same set of people where we are known to one another. In the social gaze the
eyes will be smiling, we are not afraid of anything usually we are not tensed, so naturally we
look at each other and speak freely in a social gathering people around us are our friends,
relatives, so there is nothing to fear

**Intimate gaze**: This is the gaze when we love somebody or when we look in the eyes of
someone. For example, when a mother looks in the eyes of her children. An intimate gaze is
an informal look shared by people close to each other such as friends and family members.
It radiates trust and understanding.

**Q.45**       Differentiate between :

        (i)     Curriculum Vitae and Resume.

        (ii)    Body language and paralanguage.                                    **(14)**

**Ans:**       (i)     **CURRICULUM VITAE AND RESUME.**

                A resume or curriculum vitae is a description of you, your background and career
                on paper and often the first impression that your employer will get about your
                knowledge, experience and professional standards.

                A C.V./ Resume have the following details:

                (a)     Personal particulars, (b) Academic qualifications, (c) Additional
                qualifications  (d)  Experience that may be stated in the following order:

                        (i) Functional: emphasizing the skills and talent of the applicant;

                        (ii) chronological; emphasizing work experience listing job descriptions.

                (e) additional information that may include anything worth mentioning, languages
                known, etc. (f) References.

There are some basic details that you should always avoid in your r~~esume, these~~ are reasons for leaving your last job, salary requirements, negative infor~~mation or~~ opinions. Your interviewers, when you are called for an interview, will de~~finitely~~ discus the first two points. Always try to be truthful, without giving out too m~~any~~ details. There are no basic differences between a c.v. and resume. Whereas ~~a~~ curriculum vitae gives more emphasis to the personal particulars, and a resume puts more emphasis on the technical experience and professional qualifications, job profile. Curriculum vitae may or may not have a covering letter, resume always has a cover letter, C.V. generally remains unchanged with the passage of time, whereas resume of a person changes with the time with regard to his qualifications, experience etc.

(ii)    **BODY LANGUAGE AND PARALANGUAGE.**

It is important to note that all bodily movements, postures, gestures etc. are guided by our thought processes, emotions etc. By nodding our head, blinking our eyes, waiving our hands, shrugging our shoulders and various other ways

we send out signals and messages that often speak louder than words. That is why this area of enquiry has been called' body language' Just as language uses sets of symbols to convey meaning, our body. Consciously as well as unconsciously or instinctively, carries messages, attitudes, status relationships, moods, warmth/indifference, positive/negative feelings and so on. We have, however, to infer these meanings from body symbols. We look for these symbols in the face and eyes, gestures, posture, and physical appearance each of which has its own functions.

Closest to actual verbal (oral) communication, and almost always accompanying body language, is paralanguage. It is nonverbal because it does not comprise words. But without it words do not convey their intended meaning. 'para' means 'like'. Hence 'paralanguage' literally means 'like language' and 'paralinguistics' is the systematic study of how a speaker verbalizes. While verbal communication consists of the 'what' or the content of words, paralanguage involves the 'how' of a speaker's voice or the way/ways in which the speaker speaks. Paralanguage comprises; pitch variations, speaking speed, pause, nonfluencies and volume variation.

**Q.46**     Differentiate the sense/ meaning of the following sentences

(i)      Only I hit him in the eye yesterday.
(ii)     I only hit him in the eye yesterday.
(iii)    I hit only him in the eye yesterday.
(iv)     I hit him in the only eye yesterday.
(v)      I hit him in only the eye yesterday.
(vi)     I hit him in the eye only yesterday.                                    **(6)**

**Ans:**      Differentiate the meanings:

(i)        means that only I and none other.

(ii)       means that he was hit only in the eye and no where else.

(iii)      that the speaker hit him (and none else) in the eye yesterday

(iv)       that is the speaker hit him in the only eye (he had only one eye).

(v)        that the speaker hit him only in the eye yesterday.

(vi)       That the  speaker hit him in the eye only yesterday and never before.

   b.     (i)      Waste paper should not be thrown on the floor
        (ii)     It has been raining since last night
   c.     (i)      I exclaimed with surprise that it was a very beautiful picture.
        (ii)     He is too weak to move about.

**Q.47**      Rewrite each of the sentences below filling in the blanks with appropriate form of the word given in the brackets:

(i)        Waste papers should not be_____on the floor. **(throw)**

(ii)       It_____since last night.**(rain)**                                                    **(4)**

**Ans:**      (i)      waste papers should not be thrown on the floor.

(ii)          It has been raining since last night.

**Q.48**      Do as directed:
        (i)      "What a beautiful picture!" said I.
              (Convert Direct into Indirect Form of Speech)

        (ii)     He is so weak that he cannot move about.

        (Use 'too' instead of 'so….that……')                                **(4)**

**Ans:**       (i) I exclaimed with surprise that it was a beautiful picture.

(ii) He is too weak to move about.

**Q.49**      Write short notes on any **TWO** of the following :

(i)        Myths and realities of Communication.

(ii)       Importance of visual and graphic aids in oral presentation.

(iii)    The Listening process-Levelling, Sharpening and assimilation.

**Ans:**    (i)    **MYTHS AND REALITIES OF COMMUNICATION.**

The word 'communicate' comes from the Latin verb 'communicate' that means impart, to participate, to share or to make common. By virtue of its Latin origin it is also the source of the English word 'common'. Whatever is common is shared by all. Hence the sense of 'Sharing' is inherent in the very origin and nature of communication. Communication is , in fact, the most important of all our activities as it has helped us to organize ourselves as a civilized society. Communication is the process by which meanings are exchanged between people through the use of a common set a symbol. The modern business has become highly specialized. Organizations have become highly sophisticated. Most of the management problems in such huge organizations arise because of lack of effective communication. Today, technology is highly advanced and the people are supposed to be up to date in every respect. So modern communication is not limited only to the process of telling, listening and understanding.

Many of the barriers or myths of communication exist primarily because we shy away from reality or are unaware of it. Awareness along similar lines can improve the existing relationships and make communication more effective.

Asha Kaul in her book 'Business Communication' has summed up the myths and realities of communication in the following chart:

| Myths | Realities |
|---|---|
| 1.                    Communicate consciously/deliberately | Communicate unconsciously all the time. |
| 2. Communicate primarily through words. | Communicate through verbal as well as nonverbal signs. |
| 3. Word means the same to everyone. | Meaning of words lies more in perception of reality. |
| 4. Communication is a one-sided process. | Communication is a two-way process. |
| 5. Message sent and message received are identical. | Transmission and reception of message can never be identical. |

The above points may also be briefly explained.

(ii)    **IMPORTANCE OF VISUAL AND GRAPHIC AIDS IN ORAL PRESENTATION.**

Regarding the importance of visual element in communication, Lesikar and Pettit say, "As we know from our study of communication theory, words are imprecise conveyors of meaning. We must make a limited number of variations in reality. At best, words fit reality only loosely. Thus, it is little wonder that we frequently have difficulty communicating through words . . . you will need to use pictures of some kind to help communicate your information.

How effectively pictures communicate becomes clear from the paintings, scrawlings, murals and engravings found on the walls of ancient caves, temples and such other buildings. They tell us a lot about the tribes or races or rulers or

traders, their religion, their hunting or other adventurous deeds, their ~~~~~~

In oral presentation, visual and graphic aids can be of immense use. Visual a~~~ used to convey the key part of the message, i.e. they are meant to emphasize ~~~ most vital points of the presentation.

Following things should be remembered.

(i) It has to be made certain that everyone in the audience is able to see the visual aid.

(ii) the speaker must explain the visual aid if there is any likelihood that the audience may not immediately understand it.

(iii) The speaker should use pictures, drawings and colour for interest. If a new product is to be launched, the best visual aid will be either to display the product itself or a replica of the product as is sometimes done by motor/engineering/aircraft companies. Presentation made in this way serve the purpose to inform-charm-convince-persuade ask for further information act and so on.

The Listening process-Levelling, sharpening and assimilation. No oral communication can be effective without proper listening on the part of the receiver of the message. Poor listening may defeat the very purpose of oral communication. It has been found by authorities on the subject that generally people retain only about one fourth or what they hear after two days. In this way listening becomes the weakest link in oral communication. It requires serious efforts on the part of the listener to absorb what he is being told. Mostly people become lazy, and listening requires serious work. The best guide is contained in the following, 'Ten commandments of Listening' as formulated by Keith Davis and John W. Newstrom.

(i)       stop talking, (ii) put the talker at ease, (iii) show the talker that you want to listen, (iv) remove distractions, (v) be patient, (vi) empathize with the talker (vii) hold your temper (viii) go easy on argument and criticism. (ix) ask questions, (x) stop talking.

**Q.50**       Write in short on the ideal format of oral presentation.                    **(7)**

**Ans:**    **IDEAL FORMAT OF ORAL PRESENTATION.**

Speaking to friends and family members is easy because you know them. But when you are asked to go and speak to a total stranger you may hesitate. It is even worse when we are asked to address a gathering at a meeting. But as we grow and start to work in offices and take up responsibilities we are often required not only to talk to strangers but also to talk in meetings on a regular basis. Oral communication also requires practice. A person gradually learns to speak clearly and precisely to the point by practice.

Some of the point you must remember while speaking at a gathering is that you must

clearly state the topic of your speech. You must also make the topic imp~~…~~ interesting to the listeners. Use stories and anecdotes. Include jokes, which will ex~~…~~ point or points you are trying to make through your speech. Deliver the message in a~~…~~ to understand style always keeping in mind that the listener should understand your messa~~…~~ clearly. Rehearse or the listener should understand your message clearly. Plan your presentation keeping in mind the audience profile, give the audience relief and variety. And your presentation is ideal.

**Q.51**  Prepare a model Chronological resume along with a cover letter you would send to a firm seeking employment.  Invent necessary details.                **(14)**

**Ans:**

**APPLICATION FOR THE JOB OF A JUNIOR ACCOUNTANT TRAINEE**

To
The Advertiser,
Hindustan Times,
Post Box No. 392,
Kasturba Gandhi Marg,
New Delhi-110002

**Subject:- Application for the job of a Junior Accountant Trainee.**

Dear Sir,

This has reference to your advertisement published in the Hindustan Times of 20th April, 2004. I request you to consider my qualifications and experience for the post of Junior Accountant Trainee in your company. The details of my educational background and experience are given in the enclosed Bio-data. I fulfill all the requisite qualifications for the post and am sure that I shall to prove to be asset for your company if I am given a chance to serve. I am confident that my candidature would receiver a serious consideration at your end.

Yours faithfully

**Encl: Bio-Data**

(**D.M.Ganesh**)

30, Vit-Rose Mansion Road,  Goa.


**BIO-DATA**

| | | |
|---|---|---|
| Name | **:** | D.M.Ganesh |
| Father's Name | **:** | Shri .T.N.Ganesh |
| Address | **:** | 30, Vit-Rose Mansion Road, Margao- (GOA) |
| Age | **:** | 23 Years |
| Marital Status | **:** | Unmarried |

| | | |
|---|---|---|
| Physique | : | Height-170 cm; Weight-58 kg; |
| | | Health- Perfect. |
| Education | : | Names of examinations passed, with ranks, are as under: |

1. S.S.L.C. of Secondary Education Board, Karnataka with 68% marks.

2. B.Com. Part-I Exam. of Karnataka University with third rank in the university.

3. B.Com Exam of karnataka University. with fourth rank in the university.

4. Senior Grade Typewriting exam. of Govt. of karnataka, with 60 w.p.m.

5. Passed I.C.W.A. examination.

Extra-Curricular activities**:**

(i) Member of the college Planning forum.

(ii) Played badminton at the State level.

| | | |
|---|---|---|
| Experience | **:** (i) | I met the entire expenses of my college studies by working as typist during the year 1999-2000 in a firm of Auditors, Hubli. |
| | (ii) | At Present I am working as the branch in charge of the same firm at Margo. I have sufficient experience of working as in charge of the Accounts Branch. |
| Testimonials | : | Copies of testimonials from |

(i) The principal of J.G. College of Commerce Hubli, and

(ii) Mr. Roberts Braganza, Manager, Goa Textiles Ltd., Margao.

| | | |
|---|---|---|
| References | : | My present employer has agreed to provide reference and you may also refer to Dr. V.K. Revankar, M.B.B.S. Mangalwar Peth, Hubli. |
| Language Known | : | Konkani (Mother Tongue) Kanada, English and Hindi. |

I look forward to an interview with you soon.

**(D.M.Ganesh)**

**Q.52**      Discuss the concept of "Writer's Block" in the context of writing.          **(7)**

**Ans:**      **THE CONCEPT OF 'WRITER'S BLOCK'**

The concept of 'writer's Block' is a must for writers. The mere reason for this is because everyone knows about the writer's work which he is studying but no one knows about the writer. Any information regarding the author or the writer could be achieved only by having a look on the writer's block. Writer's block is just a short note with the following

information.

(i)       About the author, his identity and his way of thinking

(ii)      A place for the author to show gratitude to the person who guide him/inspired him
          to that place.

(iii)     Name and importance of all the contributors who made this writing an
          achievement.

(iv)      Ideology of the author and how he got involved in the writing.

(v)       His expectations from the readers.

(vi)      Thanks to all the supporters, contributors etc. So the 'writer's block' is really a
          very important as without it we cannot know about the author and his ideology and
          the principles, which prompted him to write.

**Q.53**     Prepare a Skill based resume along with a cover letter you would send to a firm seeking
          employment.  Invent necessary details.                                      **(14)**

**Ans:**
                                                        240, Arvind Bhawan,
                                                        Janak Puri,
                                                        New Delhi-110058
                                                        Date: 20-07-2007

To
The Manager,
Cosco Private Limited,
5, Circular Road,
Chennai (India)
Subject: - Application for the post of Software Engineer.
Dear Sir,
          In response to your advertisement for a software engineer in The National Herald
(14th August, 2007). I have been on the look out for just such an opportunity as this, and I
think my background and your requirement may be a good match. I have been keenly
interested in working as a Software Engineer in an organization like yours. I enclose my
resume as a first step in exploring the possibilities of employment with your company.
          I have worked as a project trainee in Satyam Computer Services Limited for the past
8 months. I was involved in developing a graphical user interface for Metadata Management
System. So I have hand-on experience in Java Swing, Java Security,JDBC and Oracle.
As a Software Engineer in your organization, I assure you that I will work hard for the
improvement of your company. I have sufficient experience of working in a peer group and
am confident that I shall be an asset for your organization. I shall appreciate if you kindly
keep these details confidential. Looking forward for an opportunity of being interviewed
shortly for the said assignment.
Yours faithfully,

(Abhishekh

Abhishekh Kh

Encl:Resume          E-mail:abhishekh_k@yahoo.co,

# RESUME

**OBJECTIVE**

      To associate myself with an organization that provides a challenging job and an opportunity to prove innovative skills and diligent work, to be involved in providing software solutions to enhance network security.

**PROFESSIONAL EXPERIENCE**

Project Trainee (December 2006 to July, 2007)

Satyam Computer Services Limited,

Project: Metadata Management System

Description: Metadata Manager is a tool to create and maintain data marts. It creates a centralized metadata repository to store all details about data marts.

Databases, Technologies and languages used; Java Swing, Java Security,JDBC,Java XML,PL/SQL and Oracle.

**RESPONSIBILITIES**

- ❖ Designed a database in Oracle to hold Metadata.
- ❖ Designed an appropriate graphical user interface for the system
- ❖ Led in the design and development of security system for this application

**COURSES DONE**

- ❖ Network Security
- ❖ Computer Networks
- ❖ Network Programming
- ❖ telecommunication Switching Systems and Networks

**EDUCATIONAL BACKGROUND**

| Examination | Name of the institution | Year | Division |
|---|---|---|---|
| M.E.Software Systems | Birla Institute of Technology and science,Pilani,Rajasthan | 2006 | 1st |
| B.E.(Electronics and Instrumentation) | Delhi Institute of Technology, Delhi | 2004 | 1st |
| Higher secondary Examination | Bhartiya Vidya Bhawan,New Delhi | 2001 | 1st |

**SOFTWARE SKILLS**

- ❖ Programming Languages:C,C++,JAVA Perl,and Assembly/Machine language
- ❖ Technologies: HTML,Java Security,JDBC,Swing,XKL,SQL,PL/SQL and GNU Make
- ❖ Operating System: Linux, UNIX, Windows,DOS
- ❖ Security Experience: Have helped to uncover multiple serious security holes in the LAN network.

**PERSONAL DETAILS**

Date of Birth: 27th April, 1985

Marital Status: Single
Languages Known: English, Hindi and Punjabi.
Permanent Address: As indicated above
References:
1. Mr.Gulshan Dhamija,
   System Analyst,
   HCL Technologies, NOIDA (Mob.No. ------)
2. Mr.K.L.Mahajan,
   Sr.Software Engineer,
   High Tech Computer Services,
   22, Gandhi Towers,
   Janpath, New Delhi-110001

**Q.54** Define communication. Explain the main objectives and principles of effective communication. **(16)**

**Ans:** **COMMUNICATION:** Communication is the expression and exchange of facts, opinions, ideas or feeling. Communication transmits information not only about tangible facts and determinable ideas and opinions but also about emotions. William Scott, an eminent scholar has given a comprehensive definition of communication. According to him 'Administrative communication is a process which involves the transmission and accurate replication of ideas ensured by feedback for the purpose of eliciting actions which will accomplish organizational goals.' An effective communication must fulfill the following situation:
1. There is a person (sender or transmitter) desirous of passing on some information.
2. There is another person (receiver) to whom the information is to be passed on
3. The receiver partly or wholly understands the message passed on him.
4. The receiver responds to the message i.e. there is some kind of feedback.

**OBJECTIVES AND PRINCIPLES OF EFFECTIVE COMMUNICATION:**
An objective is something that we want to attain or accomplish by our efforts; it is the purpose with which we undertake the activity. In an official or business situation, when we speak, listen or write to customers, or to our subordinates or our superiors, we have a specific purpose or objective; we want to accomplish something.

Some of the common objectives of official communication are to get or give information, to ask for or give instructions or advice or suggestions, to make request, to persuade other people to agree with us. Sometime we communicate with the intention of complaining, or warning; but it may be done with a view to reform or to bring about the desired change.

Formal or official communication is, therefore, more effective when the objective of the particular message is clearly defined by the source and is conveyed to the receiver. The specific objectives of downward communication and of upward communication are usually different, though both have the broad objective of information and persuasion. Information and persuasion are therefore, the broad objectives of communication. It is a matter of general agreement that the main purpose of all communication in an organization is general welfare of the organization. Effective communication is needed at all stages in order to ensure this welfare.

**FOLLOWING ARE SOME OF THE CHARACTERISTICS OF AN EF... COMMUNICATION:**

A.   The message should be clear and complete. The transmitter of written communica... has to pay adequate attention to certain important factors, such as :

     I.   appropriate words
    II.   clarity of ideas
   III.   inoffensive language
   IV.   lucid style
    V.   Coherent presentation.

The seven C's of effective communication are : Clarity of expression, completeness of information, conciseness of message, concreteness in presentation, courtesy toward recipient, correctness of facts and consideration for receiver.

**SOME OF THE PRINCIPLES OF COMMUNICATION ARE:**

    I.   That it is a two way process- i.e. an effective communication requires understanding and proper feedback from the recipient;
   II.   In order to insure that the message is properly decoded and received, the receiver must give proper feedback
  III.   Often, problems in communication can arise due to an unforeseen element i.e. noise. The sender of the message must ensure that there is no external agency that renders the message ineffective.

**Q. 55**   Describe the process of communication. Explain the various elements involved in the process of communication.                          **(16)**

**Ans:**   **VARIOUS ELEMENTS INVOLVED IN THE PROCESS OF COMMUNICATION**

The word communication has its roots in the Latin word 'communicare' which means 'to share' and this sharing is of information, knowledge, and thoughts. For sharing information you require two parties, the sender and the receiver, without which the communication cannot take place. However it is not sufficient to have two parties, there should also be cooperation and understanding between them. They should have a mutually accepted code of signals making up a common language. So communication can be defined as the exchange of information, ideas and knowledge between the sender and the receiver through the accepted code of symbols. It is effective only when the receiver receives the message intended by the sender in same perspective. The process of interpersonal communication may be divided into the following parts:

SENDER→MESSAGE→ENCODING→RECIEVER→DECODING→MESSAGE ↓
   ↑     ←          ←FEEDBACK      ←       ←      ←

The first step is at the level of sender. An idea or an argument is initially formed in the mind of the sender. Once he feels the need to share it with someone, say business associates, he has to convert it into a message. The sender encodes the message and sends it through a channel. The channel is nothing but the language used -words, actions, signs, objects, or a combination of these. The receiver receives the message, decodes it, and acts on it. If the message received is same as that of message sent, there will be a response, if not; there has

been a breakdown of communication. This may happen because of 'noise'.

The transmission of receiver's response to the sender is called feedback. Feedb̶ essential as it is a barometer of effective communication. In brief, the essentials of effec̶ communication are:

➢ A common communication environment
➢ Cooperation between the sender and the receiver.
➢ Selection of appropriate channel
➢ Correct encoding and decoding of the message
➢ Receipt of the desired response and feedback.

**Q.56**          Prepare a Note for information of the Board of Directors on the reasons for declining sales of your Company's products for the quarter ending 31ˢᵗ October 2005.    **(16)**

**Ans:**          **NOTE ON DECLINING SALES OF YOUR COMPANY PRODUCT FOR THE PERUSAL OF BOARD OF DIRECTORS**

It is indeed a matter of concern for the company to notice a declining trend in the sale of tiles. The undersigned has perused the sales chart for the quarter ending 31ˢᵗ October, 2005. There has been a noticeable decline in the sales of our company tiles. It has resulted in the loss of our company business. I have tried to discover the reasons for the sharp decline. Some of these are enlisted below:

Several new companies have put out glazed tiles in the market. Some of the companies have introduced artistically designed tiles in variety of colors. Besides most companies make square tiles in for sizes and rectangular tiles in two sizes. We have limited our production of tiles to six standard colors without design, and to only two sizes. Tiles are used extensively in kitchens of homes and hotels but the demand is for designed tiles and for sizes other than those we make. Hence, while the markets for tiles have gone up, we have not been able to keep our share of business because we have failed to study properly the market trends and tastes of buyers. In order arrest the decline in sales of our tiles, I would make the following recommendations:

**RECOMMENDATIONS:**
1. An extensive survey of the market should be made by our marketing personnel and report what changes are required in the size and design of our tiles.
2. An experienced designer should be engaged to create the new designs as are sold in the market.
3. A color technician should also be engaged to assist the designer.
4. Some of the more popular sizes and shapes should also be introduced.
5. An intensive advertising and sales campaign should also be launched in order to recover the lost market.
6. Our old customers should be informed about the changes being effected in the size and color and design

**Q.57**     Read the passage carefully and answer the following questions.

The strength of the electronics industry in Japan is the Japanese ability ... production and marketing rather than their achievements in original research. T... are generally recognized as a far more inventive collection of individuals, but neve... able to exploit what they invent. There are many examples, from the TSR Z hovercraft, ... –speed train and Sinclair scooter to the triumph, BSA and Norton motorcycle which a... prove this sad rule. The Japanese were able to exploit their strength in marketing and development many years ago, and their success was at first either not understood in the West or was dismissed as something which could have been produced only at their low price. They were sold because they were cheap copies of other peoples ideas churned out of workhouse which was dedicated to hard grind above all else.

   (i)      What does the sad rule mentioned in the passage refer to?

   (ii)     What according to you is the main theme of the passage?

   (iii)    According to the passage, prosperity in Industry depends upon?

   (iv)    What do the TSR Z hovercraft, high-speed train, Sinclair scooter, etc, signify?

   (v)     What is the strength of country's industry?          **(3)**

**Ans:**    (i)     The sad rule refers to the inability of the British people to exploit what they invent

            (ii)     The main theme of the passage is that it is not enough to have original research unless it is coupled with the ability to organize production and marketing.

            (iii)    According to the passage prosperity in industry depends largely upon a nation's ability to exploit their strength in marketing and development.

            (iv)    TSR Z hovercraft high-speed train, Sinclair scooter etc. refer to the inventive brains of British technicians and scientists.

            (v)     The strength of any country's industry lies in their ability to produce goods at low price and also their ability to organize production and marketing rather than their achievement in original research.

**Q.58**    Enlist the elements of a business letter          **(3)**

**Ans:**    **ELEMENTS OF A BUSINESS LETTER:**

The main elements of business letter, apart from the text of the message are: Heading, Date, Inside address, Salutation, Complimentary close and Signature.

1.    **Heading:** Also called 'head address' or 'letter head'. The heading contains information relating to the name of the firm and its address. It is also usual to give Telephone number, telegraphic address.

2.    **Reference Number:** every business letter usually carries a reference number to which the receiver may refer to in all future correspondence.

3.    **The Date:** Putting the date on every letter is very important. It enables quick reference in future and helps in prompt action and orderly filing.

4. **Inside Address**: It contains the name and address of the organization individual to whom the letter is being sent. It should be written below reference line, leaving some space.

5. **Mode of Address:** If the letter is sent to an individual, we have to be sure about the prefixing of addressee; e.g. Mr., Miss, Messrs etc.

6. **Salutation:** It is the complimentary greeting with which the writer opens his letter. It should be written below the inside address, leaving some space.

7. **Body of the letter:** It contains the message or the information to be communicated.

8. **Complimentary Close**: It is also called subscription; it is a way of polite way of ending a letter. E.g. yours faithfully, yours truly, etc.

9. **Signature:** Signature is the assent of the writer to the subject matter of the letter. It is a practical necessity. Signature is put just below the complimentary close.

**Q59**            What are the guidelines for a good presentation?              **(3)**

**Ans:**       **GUIDELINES FOR A GOOD PRESENTATION:**

A presentation is delivered to a small knowledgeable audience at a conference, a seminar or a business meeting. Its purpose is to inform, explain, persuade or present a point of view; it is followed by questions from the audience.

The most important requirement is preparation. Even persons who have natural skills in speaking need preparation to deliver a good speech.
Preparation work has to be done in four stages:

- ➢ **Finding about the environment in which the talk is to be delivered**: the environment includes the venue, the organizers, the occasion, the time available, other speakers if any, the audience and ones position in relation to the audience. The speaker should be familiar with the physical environment. If it is outside, you must make efforts to get familiar with the room, the seating arrangement, etc.

- ➢ **Preparing the text and the required visuals**: the most important thing in preparing the text is to decide exactly what to say find out the required information and give it a proper shape. The length and style should also be given due importance. Visual material has a stronger impact than spoken words. There are many ways of adding visuals to a talk; e.g. posters, flip chart, slides.

- ➢ **Taking care of ones physical appearance and body language**: oral communication comes with the speaker, your physical appearance, presence and personality make an important impact. Your body language is noticed by

the audience before you begin to speak.

➢ **Practicing delivery of the talk**: Beginners cannot dispense with p
the actual delivery of the speech. Practice helps to check the timing; yo
shorten or lengthen the speech as required.

**Q.60** Differentiate the following: **(6)**

(i) Solicited proposal vs Unsolicited proposal

(ii) Reports vs Proposals

**Ans:** (i)
**SOLICITED PROPOSAL V/S UNSOLICITED PROPOSAL:**

A solicited proposal is when the customer asks for a proposal, an unsolicited proposal is when you send them a proposal they haven't even asked for.

Solicited proposals are usually sent to customers who issue a "Request for Proposal" or RFP. When a customer wants something that is too complicated to pick up at the store or order from a vendor, the often write down a description of it and issue it as an RFP.

A solicited proposal provides you a description of what the customer wants. Many also provide you with formatting instructions for your proposal and the evaluation criteria that will be used to make a selection. Sometimes you will make a suggestion to a potential customer and they will ask you to submit a proposal so that they can consider your suggestion. This counts as a solicited proposal because they are expecting it and you have a chance to talk to the customer and gain an understanding of their needs.

An unsolicited proposal is sent to a customer who has not requested it. Unsolicited proposals must be especially convincing since the customer has not anticipated, planned, or budgeted for the proposal. With an unsolicited proposal you run the risk that the customer won't even bother to read it, since they didn't ask for it. However, the lack of competitive pressure in an unsolicited proposal often makes up for the risk.

(ii) **REPORTS V/S PROPOSALS**

Proposals in general, aim to solve a problem, alter a procedure, find answers to questions, offer advice and training, or conduct research on a topic of interest to both parties.

Proposals, like reports, are valuable records of information in an organization. They act as an index of the company's growth or progress. Successful proposals give financial returns to the organization. They help promote various research activities which are vital to the individual, organization, or government.

A report, on the other hand is a basic management tool used in decision making. Hence it is extremely important for organization of all types. Reports are vital,

especially for large-scale organizations that are engaged in multifar... ...es handled by different departments. Their top executives cannot keep... ...watch over all these activities. So they have to base their decisions on the... they get from the heads of various departments.

Thus we find there are basic differences between proposals and reports.

**Q.61** Look at the underlined part of each sentence Below each sentence are given three possible substitutions for the underlined part. If one of them (a), (b) or (c) is better than the underlined part, indicate your response on the Answer Sheet a (a) or (b) or (c). If none of the substitutions improve the sentence, Indicate (d) as your response on the Answer Sheet. Thus 'no improvement' response will be signified by the letter (d). **(10)**

   (i)     The young child <u>sung a</u> very sweet song.
      a.   Signed the
      b.   Signed
      c.   Sang a
      d.   No improvement

   (ii)    Can't you <u>never understand</u> what has been said?
      a.   Ever understand
      b.   Rather understand
      c.   At all understand
      d.   No improvement

   (iii)   The lime stone formations suggest that in the distant past, the are was a vast sea filled with creatures that <u>absorb</u> calcium compounds from the water.
      a.   Absorbs
      b.   Absorbed
      c.   had absorbed
      d.   No improvement

   (iv)   He asked me where <u>was my book</u>
      a.   My book was
      b.   My book is
      c.   I s my book
      d.   No improvement

   (v)    Suddenly she became conscious <u>regarding</u> the presence of a stranger in the room.
      a.   About
      b.   of
      c.   over
      d.   No improvement

**Ans.**    (i)     Ans. (c)
      (ii)    Ans. (a)
      (iii)   Ans. (c)
      (iv)   Ans. (a)
      (v)    Ans. (b)

**Q.62** What is technical communication? What are the factors to be considered in technical

communication?                                                    **(10)**

**Ans.**    **TECHNICAL COMMUNICATION: FACTORS TO BE CONSIDERED**
            **TECHNICAL COMMUNICATION:**

Communication is important not only in an organization but also in daily life. Messages that are non-technical or informal in nature are categorized as general purpose communication, whereas messages pertaining to technical, industrial, or business matters belong to the category of technical or business communication.

Following are basic features of technical communication:

❖ Contains a technical message
❖ Mostly formal
❖ Follows a set pattern
❖ Both oral and written
❖ Always for a specific audience
❖ Frequently involved jargons, graphics, etc.

Technical communication plays a pivotal role in an organization, whether it is a business enterprise, an industry or an academic institution. All managerial or administrative activities involve communication, be it planning, organizing, recruiting, coordinating or decision-making. Communication serves as an instrument to measure the success or growth of an organization.

**Q.63**    What do you mean by negative letters? How will you write a negative letter? Support your comments with a suitable example.**(6)**

**Ans:**    **NEGATIVE LETTERS:**
In any business there will be some mistakes and some accidents; you may not get the goods and services as you had expected and ordered. If things go wrong on your orders, you have to bring the faults and shortcomings to the notice of the supplier and see that the mistakes and faults are corrected and adjustments are made. Such letters with negative connotations are termed as negative letters.

Due care should be taken in writing such negative letters. The spirit of co-operation is useful in pointing out errors. We should always remember the golden C's of good letter writing; state the problem correctly and clearly without exaggeration. Although anger sometimes make you eloquent, it is sensible to be factual, concise and exact in describing the problem. Courtesy is of great importance; resist the temptation in accuse the seller of carelessness, negligence, inefficiency and indifference to customers. Courteous mention of error might earn the gratitude of a self-respecting seller. Firmness, emphasis and insistence on your rights can be done without discourtesy.

Language should be polite and courteous and desist from using unpleasant words. Words like dishonest, careless, unfair, false, disgusted, useless, inefficient are offensive and discourteous. Any error must always be pointed out courteously; it is impolite to say, "You have done a careless job of dispatching our consignment of crockery."

**Q.64**    Write short notes on the following:
                    (i) Telnet

(ii) E-Com

**Ans:**    (i)    **TELNET**

Telnet is the shorter form of telecommunication Network. It is a network prot̶ used on the Internet or local area network (LAN) connection. It was developed ̶ 1969 beginning with RFC 15 and standardized as IETF STD8, one of the first internet standards.

The term telnet also refers to software which implements the client part of the protocol. Telnet clients are available for virtually all platforms.

Most often, a user will be telnetting to a Unix-like server system or simple network device such as router. For example, a user might 'telnet in from home to check his mail at school.' In doing so, he would be using a telnet client to connect from his computer to one of his services. Once the connection is established, he would then log in with his account information and execute operating systems commands remotely on that computer. The telnet programs run on your computer and connect our PC to a server on the network. You can then enter commands telnet program and they will be executed as if you were entering them directly on the server console. This enables you to control the server and communicate with other servers on the network. To start a telnet session, you must log in to a server by entering a valid username and password. Telnet is a common way to remotely control web servers.

(ii)    **E-COM**

E-com is the emergency communications centre for south-west British Columbia, Canada. E-Comm, provides emergency communication services and support systems to emergency responders and the two- million residents of southwest B.C.A 17member Board of Directors provides E-Comm. and is responsible for overseeing the corporations strategic directions, its accountable to the Board of Directors, nominated by E-Comm. shareholders, provide extensive knowledge and experience to the corporation through their work on the Board and as a member of Board's standing committees. E-Comm. ensures that it meets its customers' needs through a User committee and Service committees comprised of representatives from police, fire and ambulance.

**Q.65**    Substantiate any one of the following statements with arguments and facts. (about 400 words)

(i)    Sports and ethics today are not contradictory but complimentary to each other.

OR

(ii)    All development is environmentally destructive.                    **(10)**

**Ans:**    (i)    **SPORTS AND THICKS TODAY ARE NOT CONTRADICTORY BUT COMPLEMENTARY TO EACH OTHER.**

Quite often some sports persons aim only at winning the medals by fair or foul

means. They take to drugs to increase their stamina or take to uneth... ...for overpowering their adversaries. Sports should make us stand against the... odds in life and not to succumb to the pressures and challenges. What is t... way to keep intact the human integrity while fighting against the heavy od... life. The remedy lies in play the game of life according to the spirit imbibed on... playfield. Victory or defeat hardly matters in a game. What matters is the fairness with which the game is played. In the world of games, neither are there victors nor those who get vanquished, because nothing is lost if the players learn how to play fair.

Ethics teaches us to distinguish between good or bad or right or wrong. Sportsmanship means fair play. A true sportsman will prefer losing the game to playing it foul. The teams that encourage foul play are exposed to universal condemnation. We are all players in the game of life and must be fair to ourselves and to another's in our daily dealings. The cardinal virtues of honesty, frankness and integrity are conducive to a pleasant and smooth social climate. Hypocrisy, double-dealing, intriguing and duplicity are the means of success for a man who has no moral conscience. Such a man plays foul and feels rewarded. But a true sportsman will never behave in a foul manner.

The sports must inculcate in us the team spirit. A true sports person learns to co-operate with his team mates rather than aim at personal glory. Our life should be based on mutual cooperation rather than competitions and sinister designs. We should not forget that each individual is an integral part of the society. Man is selfish but he can do a bit for others also. Petty persons die and are forgotten after their burial. It is only the selfless who go down as immortal in the annals of human history. It is such men as make a nation's pillars deep and lift them to the sky.

Internal sports events such Asian games, commonwealth games and Olympic Games are played not to promote individual glory of wining medals, but to respect tolerance and understanding. A true sportsman admires even his rival. There are no barriers for a true sportsman. This large-heartedness makes our life happy. We must have tolerance and the capacity to appreciate merit where merit is.

(ii)     **ALL DEVELOPMENT IS ENVIRONMENTALLY DESTRUCTIVE**

Science has, no doubt substancially contributed to the development of large scale industry. Handmade goods took inordinately long to make and they were neither very refined in appearance nor very durable. Large scale industry ensures quicker, cheaper production of goods, which are aesthetically more satisfying to use. Machine relieves man of all heavy and unpleasant work. They create new openings of employments; at the same time they provide man with more leisure.

With a view to improving the standard of life of the people, many countries have taken recourse to industrialization. India at present is passing through the same process. A major disadvantage of industrialization is the menace of industrial pollution which causes environmental disasters. This can play havoc
and change the very lifestyle of the people. The gas tragedy of Bhopal continues to be a sad reminder. The excessive use of petrol coupled with the use of gasses in various industries has given rise to global warming which is causing concerns to

the environmentalists all the world over.

Pollution is an undesirable excessive addition of substance to our natur... including water, air and land which leads to alteration of the ecosystem.

Whereas the developed countries took timely care to focus on the natural world o... air, water and land , in a developing like ours, the haphazard manner of setting up industries, unsystematic discharge of industrial waste etc. have given rise to the an alarming situation. The metropolitan cities like Mumbai, Kolkatta and Delhi, which are supposed to the centre of economic development, have turned into slums. The industrial sets up in such cities are giving out tones of industrial wastes which damage the environment. The inorganic and synthetic chemical in tanneries, best sugar refining has polluted the water beyond redemption.

To a great extent, industrial pollution is the price paid for advancement of civilization on the technology front. In order to minimize the damage to the environment, the government must make suitable legislation in the form of acts while issuing the industrial licenses and make it incumbent on the owners to insure the environmental precautions. The public should be suitably educated on the measures on how to save our habitat from the growing pollution.

**Q.66**        Fill in the blank with the most appropriate word.                          **(8)**

(i)        The doctor said that a small daily_____of the new drug would soon cure     him.
a.    tablet
b.    pill
c.    dose
d.    Quantity

(ii)       When we send a rocket above the_____we follow the line begun by the invention of the wheel.
a.    earth
b.    sky
c.    ether
d.    atmosphere

(iii)      After the robbery the shop installed a sophisticated alarm system as an insurance _____further losses.
a.    for
b.    from
c.    against
d.    towards

(iv)       The two teams were equally matched and appeared to be heading for a draw, and a/an_____was inevitable.
a.    tie
b.    showdown
c.    abandonment
d.    replay

(v)        The priest addressed the _____ for more than an hour and was

listened to with rapt attention.
a. staff
b. audience
c. congregation
d. crew

(vi)      We pondered deeply_____the course of action to be taken.
a. as to
b. upon
c. over
d. About

(vii)      The commandos took a long time to_____the resistance of the rebels.
a. cut down
b. pull down
c. tone down
d. break down

(viii)      The spectre that is haunting the Western Europe represents both an opportunity and a_____.
a. scope
b. freedom
c. challenge
d. chance

**Ans:**      (i)      Ans. (c)
            (ii)      Ans. (d )
            (iii)      Ans. (c)
            (iv)      Ans. (a)
            (v)      Ans. (c)
            (vi)      Ans. (c)
            (vii)      Ans. (b)
            (viii)      Ans. (c)

**Q.67**

Write the meaning of any **TWO** of the following words. Also frame a sentence of each of the

following.      **(8)**

(i)      Bruit
(ii)      Debilitate
(iii)      jiggle
(iv)      Vault

**Ans:**      **MEANING AND USE OF THE GIVEN WORDS:**

(i)      **Bruit**:      To spread rumour(s)
                             It's been bruited about that he's going to leave the company.

            **Debilitate**:      to make someone or something physically weak.
(ii)                            Chemotherapy exhausted and debilitated him.

(iii)    **Jiggle**:    To move from side to side or up and down with q̶̶̶
movements.

If the door won't open try jiggling the key in the lock.

(iv)    **Vault**:    (a) room, especially in a bank with thick walls and a strong  door.  (b) a thing resembling an arched roof, especially the sky.        (c) an arch in a church. (d) She entered the vault with an armed guard.

**Q.68**    Enlist different types of communication. Also give advantages and disadvantages of each type of communication.                                                       **(16)**

**Ans:**    **DIFFFERENT    TYPES    OF    COMMUNICATION    (ADVANTAGES    AND DISADVANTAGES)**

Every organization has a hierarchical line of authority along which runs a communication channel used for transmitting all written and oral messages. There are two types of communication: EXTERNAL AND INTERNAL. Externally, it has to communicate with other business houses, banks, government offices, the press, the customers and the general public. Internal communication consists in maintaining information within the organization.

Let us deal, first with internal communication. The flow of communication within an organization forms a complicated pattern. The flow and the directions are usually determined by the pattern of hierarchy and levels of authority as well as by the requirements of the tasks. Internal communication may be of two types; formal or official, and informal. Formal communication flows along prescribed channels which all members desirous of communicating with one another are obliged to follow. For example, clerks from different departments are not supposed to exchange official papers directly, the papers move through the superiors or senior heads.

Message within the organization, between managers, supervisors and workers, are varied and numerous. They move up and down the chain of authority as well as sideways between persons at the same level of authority and among teams.

The messages which move up and down the authority line are VERTICAL COMMUNICATION and those which move among persons of the same level are called HORIZONTAL OR LATERAL COMMUNICATION.

**DOWNWARD COMMUNICATION:**
Messages which go from the higher authority level to the lower level are downward communication. They may be written in form of letters, notes, circulars,  announcements over the public address system.

The basic objective of downward communication is to give specific directives about the job being entrusted to a subordinate or to explain policies and organizational procedures. It may also be aimed at apprising the subordinates of their performance etc.
There are however, some limitations of the downward communication. When a message is passed from a senior to the subordinate down the line of command in a chain, it passes through many levels of authority. There is delay as well as distortion of the message. Each person,

through whom it passes edits it, filters it and simplifies it for the understanding an... ...he next person who is to receive it. If the chain of communication is very long, there ma... change and distortion in the message.

Besides, avoiding delay, there is a possibility of even loss of information. This is more likely... oral communication. Many organizations, however, avoid long channels to ensure that information moves directly and fast. In a rapidly changing work environment, communication must move fast to keep up the efficiency of the organization. With the setting of the computer networks in most of the organizations, it has now become easy to pass on the information with rapidity and accuracy.

## UPWARD COMMUNICATION:

Messages which go from subordinates to supervisors and to higher level are upward communication. The purpose is usually to give information and submit reports. However, communication does not move upward easily. Fear and shyness often prevents subordinates from conveying messages to higher authorities. Impatience or arrogance may prevent superiors from listening to their subordinates. The resulting gap in communication can be harmful to the organization.

The upward communication is also not free from its limitations. Moving against the force of gravity, which seems to be rather difficult, upward communication, suffers from a number of limitations. When messages pass upward through official channels, there is equally loss of information. At every level there is some filtering. Besides, there may be a deliberate suppression of information out of self interest and jealousy, a superior may not pass upward, a good suggestion from a subordinate, or may change, so as to get credit for himself. In order to obviate such problems, organizations have now set up special formal and informal channels to encourage and ensure upward movement of communication. They therefore, arrange periodical review meetings with individuals and groups. Such meetings provide an opportunity for review of work, problems, solutions, ideas, budget allocations etc. they give an opportunity to subordinates to talk to the superiors. Opinions, views and attitudes are conveyed upward by this channel. In addition, informal gatherings, picnics or weekly tea meetings also bring together all members of the organization. Some organizations call it the 'Happy Hours'. There is an opportunity for socializing and getting to know one another more closely. Such get tog ethers encourage employee to overcome their shyness and talk feely about their work and their ideas and their life.

## HORIZONTAL OR LATERAL COMMUNICATION:

A large amount communication flows between persons of equal status in an organization. Horizontal communication can be oral or written. The objectives of horizontal communication can be exchange of information about activities, processes and progress among heads of departments or other peer groups. Besides, such communication can be used for discussion of plans and problems, review of projects. It is also helpful in the resolution of any conflicts which may otherwise be detrimental to the interest of the organizations.

In addition to these formal channels of communication, there exists in any organization an informal channel, often called The Grapevine that does not arise of the organizational needs, but that is, nevertheless an integral part of the communication system. Rumors that are all the time

spreading in any organization follow the grapevine. Research has shown that gra~~~~~ot just a zigzagging, unreliable channel. It carries more information than the formal off~~ of communication does; it moves much faster because it is not hindered by the delay~~ official channel.

**Q.69**    Discuss the various types of listening? What are the essentials for good listening? **(16)**

**Ans:**    **VARIOUS TYPES OF LISTENING: ESSENTIALS FOR GOOD LISTENING:**

Listening is a vital component of the entire process of communication. The effectiveness of communication is determined by the extent to which listening and comprehension take place in the course of an interaction. No communication is complete without listening. Listening is a process of receiving, interpreting, and reaching to a message received from the speaker.

Hearing and listening are not the same. People often use these two words interchangeably. In fact, hearing which is solely dependent on the ear, is a physical act, and barring physically impaired persons, everyone can hear without deliberate effort. Hearing is merely the vibration of sound waves on the eardrums followed by the firing by the electro-chemical impulses in the brain.

On the other hand, listening requires voluntary attention and then making sense of what is heard. It requires a conscious effort to interpret the sounds, grasp the meanings of the words, and react to the message.

### TYPES OF LISTENING

There are different types of listening-passive, marginal, projective, sensitive and active to which an individual indulges according to his own particular needs. Asha Kaul, in her book 'Business Communication' has categorized the following types of listening:

| TYPES | MANNER |
|---|---|
| 1. Passive | Hearing and not listening takes place |
| 2. Marginal | Superficial listening takes place |
| 3. Projective | Message sent is received with in the receiver's own frame of reference |
| 4.Sensitive/Empathetic | An attempt is made to watch the perception of the receiver with that of the sender |
| 5.Active | Leveling and assimilation take place |

**PASSIVE LISTENING:** We often listen to various forms of communication in an unconscious manner. While at the dining table, we glance at the television while busy eating or talking to someone else and some sounds enter our ears. But this is not active listening. Absorption of the spoken words comes only when there is "sharpening" and "assimilation". In the absence of these two processes, real or meaningful listening cannot take place.

**MARGINAL LISTENING:** When we are listening to a presentation, we are not grasping each and every word that the speaker utters. When an individual listens on the superficial level only, it is called marginal listening.

**PROJECTIVE LISTENING:** In projective listening the responses of
are in a state of restful alertness. Each individual has within him a frame of
in which he tries to adopt the perspective of the co-interactant. While listenin
receiver tries to view and absorb the contents of the presentation with in his o
frame of reference. Therefore, in the projective listening, the receiver's perspective is
limited to his own viewpoint.

**SENSITIVE/ EMPATHETIC:** When we listen to a distressed friend who wants to
vent his feelings, we provide emotional and moral support in the form of empathetic
listening. When psychiatrists listen to their patients, there listening is classified as
empathetic listening.

**ACTIVE LISTENING:** This is most important type of listening. The receiver
absorbs all that is being said and also makes an attempt to verify all that he has been
listening to.

**ESSENTIALS FOR GOOD LISTENING:**
Training for good listening is largely personal responsibility and can be done by
personal efforts. There is no easy technique by which you can improve your listening.
Your listening reflects your basic attitude to people rather than just skills. You must
feel respect for people deep inside; and you must be willing to share their ideas and
views.

You have to be accepting, non-critical, non-judgmental and non-moralizing what the
other person is saying. Some positive habits can be cultivated to improve listening.

First of all, pay close and full attention to the speaker. This may need determination to
concentrate. Concentration is helped by alertness of the mind and of the body. If you
are determined to pay attention, you can train and discipline your mind and body to
get into the listening mode.

Secondly, use your eyes as well as your ears to listen. A spoken message does not
come only through words. For clear and full understanding, non-verbal signs must
also be considered. In order to get the whole message you have to interpret the
speaker's non-verbal signals as well as the spoken words. Facial expressions, gestures
and postures, tone and pitch of voice all are significant in order to properly assimilate
the true tone of the message.

Thirdly, show the speaker that you are listening; your posture, body language and eye
contact must indicate interest, sympathy, attention and desire to understand. Positive
attitude, concentration, interaction, question answer sequence are some of the
essentials of good listening.

**Q.70** Draft a Proforma for the submission of a technical proposal. State the circumstances
under which a given proposal is rejected. **(16)**

**Ans:** **PERFORMA FOR THE SUBMISSION OF A TECHNICAL PROPOSAL:**

Modern business has become very competitive. The business proposal technical or non-technical ones need careful attention while submitting competitive bidding. Proposals are written offers to solve a technical problem or undertake a project of practical or theoretical nature.

The elements desirable for a specific proposal have to be chosen carefully. When proposals are solicited, the sections for inclusion are frequently specified. The nature of each project and its requirement will dictate the structural element of a proposal.

Generally, all proposals have three main divisions; prefatory parts, body of proposal and supplementary parts.

1    **PREFATORY PARTS:** It should include the following elements:
     a    Title page
     b    Letter of Transmittal
     c    Draft contract
     d    Table of contents
     e    List of tables/figures
     f    Executive summary
2    **BODY OF PROPOSAL:** It should include:
     i      Introduction
     ii     Problem
     iii    Need
     iv     Background
     v      Objective or Purpose
     vi     Scope and limitations
     vii    Technical procedure should include i) Methods and sources, ii) Plan of
            attack.
Managerial procedures should comprise:
  a      Sequence of activities
  b      Equipments, facilities, products
  c      Personal qualifications
And finally it should include cost estimate and then conclusion.

**SUPPLEMENTARY PARTS:** The supplementary parts can include Appendices and References.

Many proposals turn out to be unsuccessful because of following reasons:
❖    Questionable project design
❖    Inadequate explanation of the research
❖    Lack of experience of the investigator
Other major reasons include vague experimental purpose and poorly prepared knowledge of the literature. The important point to note is that most of these reasons derive from the presentation of the material, that is, from how the proposals were written rather than the nature of research. In other words, if the investigator has prepared their proposal more carefully, they might have been successful, and in the world of research and grants as well as in business, a successful proposal often means the difference between working and looking for another job. Reviewers are likely to

reject a proposal if they believe that they would have to put up with ~~questionable~~ practices- or with indifference.

**Q.71**        **Write an article on any <u>ONE</u> of the following, to be published in a periodical of semi-technical nature.**
     i       Use of solar energy in village
     ii      Water pollution and its control.
     iii     Growth of Telecom Industries in India.

**Ans:**      i       **USE OF SOLAR ENERGY IN VILLAGES**

India is primarily an agricultural country. It is a land of villages and the government is committed to bring about improvement in the life style of the villages. Improvement is possible if the farmers take to mechanized farming. For this they must have dependable source of energy. The farmers need cheap energy to lighten their houses and also to work their pump sets for irrigation. They also need cheep energy for preserving their produce in cold storage.

Energy starved India is now looking at the sun and wind to throw in some light. The government is considering dishing out a range of incentives to both consumers and producers of eco-friendly alternative energy. The high-powered energy coordination committee headed by the Prime Minister of India has identified solar power development on a 'mission mode'.

The use of solar energy for mechanized farming would not only reduce burden on the energy sector but also enable them to preserve some of the perishable products for a longer time. They would not be hard-pressed to sell their products at throw away price.

Solar power however is currently prohibitive due to very high start up costs. The cost of production range from Rs.15 to Rs.30 per unit compared to Rs.2 to Rs.6 per unit for conventional thermal energy. But if the government helps the village panchayats in the installation of solar energy equipments on a cheaper rate, it would be easier for the villagers to depend on the renewable source of energy. The use of solar energy would certainly boost India's agricultural production which will, in turn help fight the menace of ever increasing rate of inflation in the country.

     ii      **WATER POLLUTION AND ITS CONTROL:**

In India, the problem of environmental pollution is related to increase in industrial activity which is regarded as an inevitable and a sure sign of economic progress. Along with such industrial advancement comes pollution of water and air. The increasing use of synthetic detergents has contaminated water supplies. The growing use of inorganic nitrogen fertilizers to make the earth yield, more has led to introduction of harmful nitrates into food and surface waters.
   The factory impurities apart, there is the problem created by the dumping of human refuse into the rivers and streams in various parts of the country.

Filtering arrangements exists, but even after this process, the ~~water~~ rivers has been found to be unfit for drinking. It is not the big ~~cities~~ industrial towns which alone face the danger, for the danger is ~~spread~~ around.

In recent years, there has been an increasing realization of the gravity of the problem. The UN itself has been taking steps to focus attention to this hazard. In fact the degradation of the environment is not merely the question of air or water, but it embraces the whole concept of quality of human life. To meet the situation in the effective manner, the anti-pollution laws have to be made more stringent. Laws have to be passed banning the use of certain types of fuels and insufficient equipments. Enlightenment of public opinion can play a very useful role. More scientists and technical experts should be employed to keep the atmosphere and the water supplies clean and healthy. Organic wastes should be properly treated and processed. Soil nutrients can be produced from much of the human and industrial wastes. In the ultimate analysis environmental pollution reduces itself to the question of rendering the relationship among the economic needs of the man and the biology of the planet. The basic need is to keep the environment clean and conducive to good health. We must stop abusing nature and its wonderful sources like air, water and develop an aesthetic sense to appreciate and preserve the environment which is prerequisite for living a happier and fuller life.

(iii)      **GROWTH OF TELECOM INDUSTRY IN INDIA**

At 110.01 million connections Indian Telecom Industry is the fifth largest and fastest growing in the world. It is regulated by Telecom Regulatory Authority of India (TRAI).It has earned good reputation for transparency and competence. Three types of players exist in Telecom Industry India community:

➢     State owned companies like BSNL and MTNL

➢     Private Indian Owned companies like Reliance Infocomm and Tata Teleservices.

➢     Foreign invested companies like Hutchison-Essar, Bharti Tele Ventures, Escotel, Idea cellular, BPL Mobile, Spice communication etc.
        The Indian Telecom Industry services are not confined to basic telephone but it also extends to internet, broadband (both wireless and fixed), cable TV, SMS, IPTV, soft switches etc.

The Indian Telecom Industry is an important infrastructure industry. The industry is highly capital intensive and the playback period for investments can often be very long. An efficient telecom network is vital for the economic development of the nation.

For almost half a century after independence, the Indian tele̶̶ industry has however now been opened to the private sector, w̶ managed to make considerable inroads. The major companies in this̶ include Bharat Sanchar Nigam, Videsh Sanchar Nigam, Bharti ̶ Ventures, Reliance Infocomm, Tata Teleservices, entities controlled by th̶ Hutchison group and Data Access.

Prior to the opening up of the telecom services sector in the 1990, the Department of Telecom acted as a service provider, regulator, and policy maker as also the arbitrator in case of disputes. In March, 1997, Telecom Regulatory Authority of India (TRAI) was established by an Act of the Parliament with a view to providing an effective regulatory framework and adequate safeguards to ensure fair competition in the provision of telecom services and protection of the customer's interests. TRAI was vested with the power to issue directions to the service providers, make regulations, notify tariffs by giving orders and adjudicate in the cases of dispute. The government created the Department of Telecom Services from DOT in 1999, the idea being to separate the roles of the DOT as a service provider and policy formulator. In October 2000 the DTS was corporatised as RSNL.  In January 2000 the TRAI Act, 1997 was amended by an ordinance. The amendment separated the adjudicatory function of the TRAI and assigned it to the new entity called the Telecom Dispute Settlement and Appellate Tribunal Appeals against TDSAT judgments can only be filed in Supreme Court.

**Q.72**        Substantiate any one of the following statements with arguments and facts. (About 400 words)                                                                 **(8)**

(i)        Ragging in colleges should be banned

OR

(ii)       Indian can progess only if more areas are opened to private sectors.

**Ans:**    (i)     **RAGGING IN COLLEGE SHOULD BE BANNED**

Ragging has become a great menace in the colleges. In the professional institutes, the problem has become very acute so much that some of the newly admitted students become so disappointed and ashamed of the whole process that they commit suicide. Even though the Supreme Court has come down so heavily on ragging, yet ragging in one or the other form continues to persist in the colleges.

Ragging can be of different types. Many of the newly admitted students enter the portal of the college, the older students in the name of welcoming them; make them act in funny ways. Some students are made to dance, while others are forced to sing the favorite tunes. The justification given by the old students for indulging in ragging of the new ones is to ward of their shyness or to make friends with the old students. The atmosphere in the college is altogether different from the excessive discipline of the school. May be this

opening out will develop the personality of the new students. ~~But the~~ positive things cannot justify the continuation of ragging in th~~ ~~ because; it causes unavoidable humiliation to the fresh entrants in the ~~ ~~ Sometimes, in the name of ragging, the old students commit brutalities on ~~ ~~ sensitive young students who are serious minded. If these brutalities are taken to the extreme and cross the limits of decency, the victim feels humiliated to the extent of loosing interest not only in higher studies but in life also. This drives them to take extreme step of committing suicide. Indecent and inhuman ragging must be stopped. Strict action should be taken against those who indulge in such forms of ragging. They should be given deterrent punishment because such indecent behavior is not warranted in the educational institutions. Good humouredly welcome of the newly admitted students is understandable but if it crosses the limit of decency, the authorities must not condone it however highly connected the oppressor may be.

(ii)     **INDIA CAN PROGRESS ONLY IF MORE AREAS ARE OPENED TO PRIVATE SECTOR**

After the promulgation of the constitution, the Indian leadership opted for the country the socialistic pattern of economy. The objective was to develop a mixed economy with the public sector playing the role of the catalyst in the grown process. With a view to ensuring a development process, the government launched the five years plans so that the development takes place in phased manner. The objective was to attain self-sufficiency and to restrict foreign investment except for certain priority sector areas. This resulted in slow development, so much so that the countries that attained independence after we got, they surpassed our country in the matter of economic development.

The reason for the slow development was due to complicated and corrupt bureaucratized licensing system. Besides, such a regulatory regime became both a hurdle to the further development and unnecessary in view of the changed national and international realities.

In order to liberalize our economy, the government of India on 24th July, 1991 proposed to remove the administrative and legal control to allow industry to achieve higher levels of growth and to make it competitive in the international markets. The government however retained control over key industries, private sector has been granted entrepreneurial freedom.

Industry has welcomed the new policy initiatives as long over due. After the liberation policy came to be implemented, it began to show positive results. Without reducing the foreign reserves, restrictions on the imports of foreign technology were relaxed. Most of the industries in India entered in foreign collaborations. The industries which hitherto did not show any development came to earn profits. Even with in the country, there were certain projects, like road construction and maintenance on public-private basis which were given to the private concerns. Public utility services such as public transport system in metropolitan cities were retained by the government. But side by side,

private companies were also permitted to compliment.

However it is wrong to think that the process of privatization can a
magic wand. It is true that the eye of the private sector is to earn
maximum profit; public service is their secondary concern. It is also true that
the private sector often does not encourage research. Profits earned by private
sectors are often siphoned off to non-productive areas like gold, real estate,
etc. Privatization might introduce an element of, monopoly. State monopoly is
certainly more tolerable than private monopoly. Privatization cannot be
supported simply because public sector is not performing well in the country.
Therefore, it is always desirable to introduce privatization with caution.

**Q.73** Select the option which replaces the under lined portion without changing the meaning.
**(8)**

(i) I think it would simply be cheeses-paring to start buying a weekly
newspaper.

(a) Stinginess (b) Unfair

(c) unsolicitous (d) Nit-picking

(ii) I am certainly not coming with you and your fiancée. I hate playing
gooseberry.

(a) Being a trouble-maker (b) Being a dignitary

(c) Being a voyeur (d) None of these

(iii) She went off to start organizing the meeting like a lamb to the
laughter, not realizing what an unpleasant task she had taken on.

(a) promiscuously (b) Without arguing

(c) sadistically (d) Passionately

(iv) When the chips are down, only your most loyal friends will help you.

(a) In a moment of ecstasy (b) When in trouble

(c) When an important (d) When the plans are altered
decision is to be made

(v) I have been running round in circles tying to organize this party and
there seems to be such a lot still to do.

(a) Coming full circle (b) Very busy without
achieving anything

(c) Dropping a clanger (d) Staking a claim

(vi)    These days it is difficult <u>to make both ends meet.</u>

    (a)    To barely manage          (b)    To make all ends meet

    (c)    To make the ends meet      (d)    No improvement

(vii)   Before I could stop him, the boy <u>was throwing</u> the box down the stairs

    (a)    Had thrown                 (b)    threw

    (c)    Did throw                  (d)    No improvement

(viii)  If I <u>shall pass</u> this examination, my mother will be very happy.

    (a)    Will pass                  (b)    Pass

    (c)    Would pass                 (d)    No improvement

**Ans:**     (i)    (a)    ( unwillingness to spend money)

    (ii)    (d)    (to be unwanted third person)

    (iii)   (b)    (if the person does something or goes somewhere like a lamb to be slaughtered-without knowing that something bad is going to happen-accepting torture without fighting)

    (iv)    (b)    (when you are in very difficult or dangerous situation)

    (v)    (b)

    (vi)    (a)    ( to barely manage)

    (vii)   (a)    (had thrown)

    (viii)  (b)    (pass)

**Q.74**    Read the passage carefully and answer the following questions:

Games though essential, should not become the be-all and end-all of student life. Generally the sportsmen waste too much time on them and fail in their examinations. One must never devote more than an hour to sports and after that should not even think about them. Again if a player plays a game rashly, there is every danger of breaking bones. If it is played without the spirit of sportsmanship, it can lead to bad blood and quarrels. In some of the colleges, there is a tradition that if the visiting team is winning a match, the home team plays foul, picks up a quarrel and breaks the bones of the visitors. But in spite of these minor defects, sports are very useful in keeping the students busy and in developing their personalities. India expects its citizens to have the qualities of true sportsmen. If we all acquires there will be no narrow-mindedness, no corruption and no injustice. There will be independence in the real sense of the word.

1       How much time should a student devote to sports?

|   |   |   |
|---|---|---|
| | 2 | What harm do games do to some students? |
| | 3 | Why do players break their bones sometimes? |
| | 4 | What would happen if we acquire the qualities of a good sportsman? |
| | 5 | What does India expects its citizens to have? |

**Ans:**

1    A student should not devote more than an hour to sports and after that he should not even think about them.

2    If the player plays rashly there is a danger of getting hurt and if the game is played unfairly, it can lead to bad blood and quarrels.

3    If the visiting team is winning the match, the home team plays foul, picks up a quarrel and break the bones of the visitors.

4    If we become good sportsmen, there will be no narrow-mindedness, corruption or injustice.

5    India expects its citizens to acquire qualities of a good sportsman.

**Q.75**    Differentiate between the following:
(i)    Hearing vs Listening
(ii)   Semantic barriers vs Psychological barriers of communications
(iii)  E-mail vs Voice mail.

**Ans:**    (i)    **HEARING VS LISTENING**
Listening is the receiver's activity in communication. As the speaker has the responsibility to make efforts to be understood, so the listener has the responsibility to be attentive and to make efforts to understand the meaning of the speaker. Hearing is the first step to listening. At this stage, the listener simply attends to the speaker to hear the message. If you can repeat the speaker's words correctly, you have heard the message. Listening is much more than trying to hear and decipher the phonetic sounds being produced by the speaker. It is matching of mental faculties of the sender and the receiver.

(ii)   **SEMANTIC BARRIERS VS PSYCHOLOGICAL BARRIERS OF COMMUNICATION**

Sentences can convey entirely different meanings depending on how they are spoken. Semantic barriers arise because words mean different things to different persons. Age, education, cultural background and many other factors influence the meaning we give to words.

Problems of understanding, interpretation and response to communication arise partly from our socially learnt attributes and partly from our personal attributes. These are called socio- psychological barriers. However, these barriers may be overcome by an effort of the will. Socio- psychological barriers can be caused due to our attitudes and opinions, emotions, closed mind, status consciousness, source of communication etc.

(iii)  **E-MAIL VS VOICE MAIL**

What began as an American experiment in computer communication technology during the cold war has revolutionized the world. E-mail has been around for almost as long as internet. The latest and the fastest means of

transmission is the electronic mail or E-mail. Voice mail is a [...] telephone answering system used especially by organizations an[...] phone users.

**Q.76** Do as directed:

    (i) Mohan said to me, "I shall go to Bombay in October or November." (Change into indirect speech)

    (ii) The girl has changed the school. The teacher punished her.(Chang into complex sentence)

    (iii) God helps those who help themselves. (Change into passive voice)

    (iv) The stranger said I am the captain's friend I haven't heard anything from Rajendra for a long time. (Punctuate the sentence)

    (v) The guests left and we heaved a sigh of relief. (Change into simple sentence)

    (vi) The thief ran away before the police came. (Correct the sentence)

    (vii) It is proposed that we should see which way the wind blow

    (viii) They said to me, " You have done well." (Change into past perfect tense)

**Ans:** (i) Mohan told me that he would go to Bombay in October or November.

    (ii) The girl left the school after the teacher punished her.

    (iii) Those helped by themselves are helped by God.

    (iv) The stranger said, "I am the captain's friend. I haven't heard anything from Rajendra for a long time."

    (v) We heaved a sigh of relief after the guests had left.

    (vi) The thief had run away before the police came.

    (vii) Let us see which way the wind blows.

    (viii) They told me that I had done well.

**Q.77** Write an essay of about 400 words on ONE of the following:

    (i) Migration of the trained technologists to other countries would result in improvement of our country.

    (ii) Frequent acts of terrorism not only hamper our economic progress they also make human life insecure.

**Ans:** (i) The answer should indicate following points:

Our country spends lot of money in imparting training to scientists, engineers,

doctors, technologists. After the exodus of such trained profe~~~~ country is deprived of their technical expertise which should help in ~~~~ progress. These professionals, on the other hand, help the foreign na~~~~ make use of their knowledge for their own development. The country of ~~~~ origin remains high and dry and is left to depend on the second rung o~ professionals who cannot afford to go abroad. All this leads to impoverishment of their own country in the long run.

(ii)     Attack by the terrorist on the railways, cities and other vital installation result in human tragedy no less in the destruction of infrastructure of the country. Vital resources of the country meant for economic progress are diverted for the reconstruction of the damage caused by terrorist attacks. A felling of insecurity is also generated among the people who shudder to work at places which are the targets of the terrorist attacks.

**Q.78**       Read the following passage carefully and answer the questions that follow in your own language:

The Rs.861.6 crore hike in budgetary allocation to the department of space is welcome, as is the focus on setting up an exclusive space-training centre in Thiruvananthapuram. The institute, modeled on the lines of Babha Atomic Research Centre (BARC) in Mumbai, will offer graduate post graduate course in space programmes and technologies and would be equivalent of universities in developed countries that have aerospace departments. This could not happen soon as the Indian Space Research Organisation (ISRO) faces an acute shortage of space scientists as most of its senior engineers prepare to retire, taking their expertise with them.

ISRO has only itself to blame for being caught in the bind, having been complacent for more than 30 years since its last large-scale recruitment drive. Not that this is the only reason for this techie crunch. Even newly recruited engineers are 'poached' by private companies – that offer compensation packages of the kind that ISRO would probably describe as asking for a moon. That said, however, the shortage of scientific human capital is a complex problem and it is doubtful if the proposed space university alone can fix it. This is a wake up call not just for ISRO, but for policy planners to take a close look at the adequacy of India's science and technology system has been bureaucratized over the years, leading to an exodus of talented scientists to non-scientific careers within the country or to pursue science abroad. No wonder students are no longer attracted to careers in science and engineering and graduation rates at universities do not keep pace with the demands for skills in science, engineering and mathematics.

(i)     Which different courses and of what level would the new institute in Mumbai offer?                                                           **(4)**

(ii)     What wrong policies have been adopted buy ISRO and with what consequences?                                                       **(4)**

(iii)     What dangers are apprehended if the new scientists are not trained now? **(4)**

(iv)     What has been adversely affecting our since and technology until now and what has its effect?                                                **(4)**

**Ans:**     (i)     The new institutes at Mumbai would offer graduate and post graduate courses

in space programmes and technologies which would be e... ...f universities in other developed countries that have aerospace depart...

(ii)     The ISRO have been replenishing the teams of their space scientists resu... in the shortage of space scientists. Most of the senior engineers with the... expertise are due to retire taking their expertise with them.

(iii)    The private companies are likely to lure the technical professionals by offering them compensation packages and the ISRO would be deprived of the services of these professionals.

(iv)     Our science and technology system has been bureaucratized up till now. This has resulted in the exodus of talented scientists to non scientific careers within the country or to pursue abroad.

**Q.79**     Explain how inability to communicate clearly and effectively can jeopardize our interest in business.

**Ans:**     Following points should be included in the answer:
➢     Communication is a dynamic process which incorporates both the situational factors and the changing processes in the environment.
➢     Any attempt to ignore the import of this process would lead to failure to achieve the desired objectives
➢     Failure to communicate effectively and efficiently can jeopardize our business interests.
➢     Be it interpersonal or intrapersonal relationship, the role of communication cannot be underestimated.
➢     Whenever there are impediments in the communication process, the flow of activities loses its momentum and misunderstanding may crop up which can result in failure of relationships and situational breakdowns.
➢     Both internal and external factors need to be taken into consideration- communication can be effective only when there is happy combination of two.

**Q.80**     What should be kept in mind while preparing for a professional presentation? Discuss.

**(16)**

**Ans:**     **POINTS TO BE KEPT IN MIND WHILE PREPARING FOR A PROFESSIONAL PRESENTATION:**

It is absolutely necessary to analyze oneself before going to make a presentation. As is apparent, the speaker himself is essentially a part of the message. The audiences first see the speaker and then listen to the spoken words. Hence, the importance of presentable appearance cannot be over emphasized. Since the presentation is a formal occasion, the speaker must be formally dressed, but certainly not overdressed. If the speaker is well prepared for the occasion, he will not only look but also feel confident. And confidence is the primary characteristic of effective oral reporting/presentation.

Confidence is clearly reflected in a clear, strong and well-modulated voice. It may require endless hours of preparation. While rehearsing alone; the best way is to look at

oneself in the mirror. Rehearsing in front of a full length mirror is of immen~
improving ones body language. One can always train oneself in establishing e~
appealing eye contact, acquiring the correct and confident posture, and lea~
meaningful gestures. There is also immense scope for improvement in faci~
expressions and manner of walking. The way one walks before ones audience at ones~
conveys an impression that of confidence or otherwise.

Another aspect of effective presentation is overcoming nervousness. The very
consciousness of being asked to speak before an audience, specially a select and well-
informed audience, make many a speaker nervous. Repeated rehearsals, breathing
deeply, looking straight at the audience seated all over the place can help overcome
nervousness.

Another important point to be kept in mind is the manner of presentation. Once the
speaker knows his objective he should modulate his presentation which best suits the
needs of the audience. A successful speaker knows the proper use of slides or
transparencies. The presentation should be such that the participants at no stage feel
that the speaker is an alien in their midst or that he has something to say with which
they are not comfortable or easy. The attempt should be to convincingly present the
points and bring about a change in the attitude of the receivers towards the issues being
discussed.

The script should also be prepared keeping in mind the objective and the aims of
presentation. It is always desirable for the speaker to keep close to the point of view he
wishes to convey to his audience. His failure to do so would make the audience lose
interest in what he wishes to drive. It is therefore, necessary for the speaker to prepare
brief notes which he should always keep handy, so that he does not digress
unnecessarily.

It is always better to prepare visual aids much in advance of the presentation. While
driving his points with the help of graphics or visual aids, the speaker gets the desired
respite to reinforce his ideas.

Last but not least the distribution of handouts which are prepared meticulously and
carefully. The distribution of such handouts would provide the audience with sufficient
input to ask any queries.

**Q.81**      What do you understand by documentation? What are the characteristics of good
documentation? **(16)**

**Ans:**      **DOCUMENTATION:**

Documentation when accurately defined embrace all acts of writings and speaking
about high technology to all possible audience- it is an enormous communication task,
fraught with snares and mine fields. This complexity is perhaps the reason why many
people identify poor technical writing solely with high-tech industries.

In high technology industries, engineers, technicians, programmers, architects are

required to prepare documents to read or write. Sometimes, these demands ~~may~~ ~~stand~~
for the highly technically trained personnel. But such documents are also pre~~pared~~
the use of the users who may not have the desired technical knowledge. Therefo~~re~~
essential that such documents are prepared with an eye to the target audience.
Following are the characteristics of a good document:

I **MEETING THE AUDIENCE NEEDS:** If the document fails to the needs of
the audience, the purpose of preparing such a document is defeated. Therefore,
it is essential that the documents, so prepared should cater to the needs of the
target audience.

II **GOOD ORGANISATION:** The information to be conveyed through
document should be such that it is well organized and contains comprehensive
information which might satisfy any queries for the reader/users of that
document.

III **HUMOUR:** The language of the document should not be monotonous- it
should contain the element of humour so that the document evinces desired
interest of the readers.

IV **JARGON FREE**: When the documents are prepared for the common readers, it
must not contain jargons or peculiarities.

V **IT SHOULD CONTAIN SUITABLE ILLUSTRATIONS**: A well-written
document contains suitable illustrations so that the message is duly conveyed to
the intended audience.

**Q.82** Distinguish between Audience analysis and Purpose analysis. **(16)**

**Ans:** **AUDIENCE ANALYSIS:** When we go for technical writing, we must consider
audience analysis and purpose analysis because it is only through this way we get a
target customer based report. In the audience analysis part, we analyze a whole part of
audience where the business is applied. For any company that proposes to launch any
product, it is necessary that the company gets a target audience analysis- we get brief
information about the audience, their suggestion about the product. This can be
achieved by using visual communication, telecommunication, and computer based
communication and also by arranging a conference. It is through this method that we
get information from the audience and through this way we analyze the gathered
information and then write the audience analysis report.

**PURPOSE ANALYSIS:** The other matter to consider is the purpose of the project.
This can be done while we are doing the audience analysis. It is always helpful to
analyze the purpose immediately after you have analyzed your audience. It is true that
every document has a definite purpose. A helpful way to make yourself think about this
is to write out the following sentences before you write any thing in the document
itself:
The purpose of the document is ----------------------.
Then fill in the blank. This simple exercise should lead you to identify three important
points about your planned document:

❖ The problem the document addresses.
❖ The technical issues or major points to be made.
❖ The rhetorical issues or what the document will do for the readers.

After you have analyzed your purpose, the best way to use the results is to design the documents outline around them. The purpose analysis can be used as an introduction to most reports because it orients readers to the central issues in the document and tells them specifically how the document will meet their needs.
(You can also support your argument by giving suitable examples)

**Q.83**    Most scientific and technical writing is done in impersonal style. Illustrate.    **(16)**

**Ans:**    Technical writing covers a huge number of topics, but they all share a common thread. They are all precise, to the point and do not allow any room whatsoever for the feeling of the writer or of any other group of people related to that issue. Technical writing is a field, which needs good amount of accuracy and minimum deviation from the subject. The communication should be clear and devoid of personal references except subscribing in minimum whatever unavoidable. For maintaining the accuracy of the subject, it is highly essential that an impersonal style is maintained. This helps the writer to better project the subject and its association with other subjects. This enables the writer to focus on the given subject. Writing on a subject with personal style 'taints' the impartiality/independence of the subject and the subject has the envelope of personal association. This aspect of personal style in technical writing takes the appeal away from the independence of the subject. All this leads to the conclusion that maintaining the impartiality/focus and independence of a subject under technical writing an impersonal style is best suited. Hence it is very rightly said 'Impersonal style is the crux of technical writing'.

**Q.84**    Explain a few skills required to write for web.    **(16)**

**Ans:**    **SKILLS REQUIRED TO WRITE FOR WEB**

Nowadays we keep on hearing about things like The Net, The Web, and surfing on the Net etc. We would probably ask what exactly this thing is called the Internet. Factually or technically speaking internet is a network formed by the cooperative interconnection of computing networks. In this network, hundreds of connected networks, usually made up of different kinds of computers and different technologies, are put together so smoothly, that the individual parts appear to be one network.

Charles H.Sides in the book 'How to Write and Present Technical Information' says "Probably the fast development in communications that has much impact as the world wide web has was the invention of the printing press or the development of writing itself in summer 5,000years ago. Instant access to seemingly infinite information is driving a geometric increase in the number of web pages that appear monthly. …. It is an unparalleled phenomenon." Sides continues "…. So when designing and writing for computer displays, you should take into account the fact that it is much harder to read material that is communicated online." The writer has emphasized to consider the following rules of thumb:
➢ It takes 4-6 display screens to effectively communicate the information tonained in a single printed page.

➢ Display screens are typically arranged in a landscape format; p~~~~ arranged in portrait format; the difference affects how well user~~~~ information from a display screen. Don't crowd screen with text.

➢ Do not exceed 30 percent text density.

➢ Write concisely, even more concisely than in print, but not to the point of using~~~~ telegraphic style.

➢ Use tabular forms. Lists, boxes, tables, and other display strategies help manage the bulk information by organizing it into easily scanned groupings.

➢ Human eyes fatigue more quickly reading from a display screen; you can help alleviate that condition somewhat by avoiding long lines and using multiple columns.

➢ Standardize window placement and organization.

➢ Present related information vertically in lists; vertical lists are easier to scan than horizontal arrangement of same material.

➢ Use labels, headings, bullets, dashes and other visual cues to help readers locate information on a display.

➢ Make each individual screen as self-sufficient as possible. Needless jumping back and forth among related screens decreases comprehension of information and overall usability of the product.

**Q.85**      List some of the requirements of effective written communication.      **(8)**

**Ans:**      An organization has to depend on written communication either to maintain a link with the different entities within the organization or with the outside world. The executives of the organization have to spend much of their working hours on communication and that too on written communication to maintain inter-departmental and intra-departmental links as well as links with the external bodies. For this they are required to write letters, circulars, notes and explanations, memorandums, reports etc. Obviously in such a case the transmitter of the written communication has to pay adequate attention to certain important factors, such as:

    (i)        appropriate words
    (ii)      clarity of ideas
    (iii)     inoffensive language
    (iv)     lucid style
    (v)      Coherent presentation

(A brief explanation of these points should follow)

**(i)**    **Appropriate words:** words may bring you encomiums or alternatively rebukes and misunderstanding. Appropriate words have to be used when communicating with your subordinates and when you are addressing your superiors.

**(ii)**    **Clarity of ideas:** clarity of ideas is precursor for effective communication. Facts and circumstances should decide which expression should be used in order to be clear in conveying the message.

**(iii)**    **Inoffensive language:** Inoffensive language is a sure way to building goodwill and reputation. Offensive language, on the other hand begets hatred, enmity and ill-feeling.

**(iv)** **Lucid style:** style is personal to an individual. Successful executives style of writing from which they rarely depart. The style should be lu uniform.

**(v)** **Coherent presentation:** it is a virtue. Incoherence is invariably due to confused thinking. In business, it is a virtue to be coherent while writing. It facilitates easy understanding.

**Q.86** State the importance of Oral communication in business. **(8)**

**Ans:** **IMPORTANCE OF ORAL COMMUNICATION:**

Speech is one of the earliest as well as the widely used medium of communication. Everyday, in business people come into conversation- the superior with the subordinate, superiors among themselves, subordinates among themselves, the customers with the suppliers, and the suppliers with clients and so on and so forth. Effective oral communication is a passport to success in business. It is therefore necessary that all business managers should be adept at communication since they have to communicate to various people at various places, various facts and figures, financial or non-financial, implication of which may have significant impact upon the management of business. It is said that a successful businessman should be first of all well conversant with the techniques and the art of communication in order to make his assignment successful one.

Following are some of the advantages of oral communication.

1.   Oral communication saves time. It is said time is money. The best way to expedite action is to transmit necessary message orally. It thus saves time and quickens the action.

2.   Oral communication provides the opportunity for feedback and clarification. The receiver of the message can also express his opinion, views or emotions on the spot. He can ask for clarification whenever required.

3.   Oral communication helps to convey the message more appropriately with suitable tone, voice and use of words.

4.   Oral communication is an effective tool of persuasion in management. It gives a personal touch to the communication. No wonder, the supervisors and executives prefer to communicate their views, ideas and opinion orally.

5.   Oral communication is particularly effective in communicating with groups. It helps the speaker to establish personal contact with a group of people. He can also hear about the group's reaction subsequently.

6.   Oral communication is economical also. It saves man-hours to be spent in preparing notes, explanation, circulars etc.

7.   Withdrawal of oral communication is comparatively an easy task.

**Q.87** a.   India needs power to empower itself. Will nuclear energy lead to boosting of

economic development and help eliminate poverty in India?

OR

b. Multinationals (MNCs) have contributed significantly to the Indian economy. Do you agree with this statement? Explain. **(16)**

**Ans:** **a.** **THE ANSWER SHOULD BE WRITTEN ON THE FOLLOWING LINES:**

1. With the growth of the world population in geometrical progression, natural fuel resources of the world like coal mines are fast dwindling. Development of hydro electricity is also a slow process.

2. For sustaining economic development, dependable source of energy is imperative. The atom is rapidly becoming a significant source of electricity. Uranium or some other nuclear fuel is burnt in an atomic reactor to produce heat which can then be used in a number of ways to generate electricity.

3. In future, we are going to spend more and more on atomic energy which can be produced even in the remote places as Greenland and Arctic regions.

4. Radioisotopes and radiation play an important role in agriculture- to determine the best kind of seeds and fertilizers and develop crops that resist diseases and the effects of bad weather.

5. Likewise in the sphere of medicine, miracles are being wrought through the use of atomic energy i.e. for the treatment of several diseases.

6. In industry, radioisotopes are saving material and manpower i.e. improves the quality of many manufactured products.

7. Atomic energy thus used for peaceful purpose can help boosting economic development and eventually would lead to eliminating poverty in our country.

**b.** **THE ANSWER SHOULD INCORPORATE THE FOLLOWING POINTS:**

1. Multinationals (MNCs) have contributed significantly to the Indian economy by bringing foreign investment, superior technological know how, sophisticated manufacturing progress and improved skills. Foreign investments in India have increased Indian exports –it can create additional employment opportunities in the country.

2. The involvement of MNCs has also focused upon the urgent need for up gradation of technology and improvement of productivity.

3. The contribution of MNCs has been significant in the areas of electronics', telecommunication, chemicals pharmaceuticals, plantation, heavy machinery, automobiles, computer software and agriculture.

4.      However, we should not be unmindful to the critics of MNCs.

**Q.88**          Read the following passage carefully and answer the questions that follow:

It is unofficially official. There are less tigers in India now than there were in 1972 when conservationists and the government went into the panic mode, banned hunting, set up Project tiger and took tough steps to bring the tiger back from the brink.

The issue is not people versus tigers, it is not that wildlife conservationists 'bicker' or put their egos before the tiger, it is not that there is a controversy within the informed community about saving the tiger. It is simply that those with the mandate and muscle to maintain and protect simply that those with mandate and muscle to maintain and protect natural India are failing to do so. The true battle is people, the forest dependent people especially, and tigers versus the government. It is not only the tiger and other wildlife that is big squeezed. It does not take much newspaper reading even for city-dwellers to know that the farming communities, the tribal population, and other marginalized people are equally being sacrificed in our shining India.march towards a global economy and double-digit economic growth in emulation of industrialized countries elsewhere.

It is indeed distressing to note that so many individuals-human and wild are treated as dispensable; it is further distressing by the sad direction that India has taken, when she had the chance to harness all her wonderful talents and diversity and show the world a new path to sustainable environment and people-friendly direction.

But emotion alone is futile; we must forge an alliance and speak out in one voice to prevail upon the government that a new and professional system of wildlife care and management is required and must be instituted, one that involves and gives respect to all those living in and around the wilderness areas, that is transparent and accountable, that understands that knowledge is the basis for creative care and that science and research are required to provide that base. We do not have this now. We need a management system that understands that those who constitute it are custodians of the most precious resources, not rajas with fiefdoms. We need a system that keeps communication channels with the wider would open so that it can evolve. If India's wild areas are to survive, if India is to remain conducive to human survival, such changes must happen now.

(i)      What has been the end result of the efforts to save the tiger?

(ii)     In addition to the extinction of tigers which other species have become endangered, and how?

(iii)    In what respect has the policy followed by the  conservationists been flawed?

(iv)     What is really expected of wild life care?

(v)      What changes are suggested in the wildlife management?                    **(10)**

**Ans:**          (i)      Due   to   one   or   the   other   reason,   the   concerned   authorities,   have   been

unsuccessful in their efforts to protect natural India.

(ii)     In our effort to catch up with the industrialized countries elsewhere, w̶
         endangered not only the farming communities but are sacrificing the t̶
         population and the other marginalized people.

(iii)    The policy so far has failed to harness all our wonderful talents and bring out a
         new sustainable environment and people friendly approach.

(iv)     A new and professional system of wildlife care and management is required
         which involves and gives respect to all those living in and around the wilderness
         areas.

(v)      We need a system that keeps contact with the wider world so that it can evolve,
         if we wish to save our environment.

**Q.89**     Distinguish between the meaning of the following pairs of words by framing suitable
             sentences of your own:
             (i)      Practice, Practise
             (ii)     Cheque, Check
             (iii)    Historic, Historical

**Ans:**     (i)      I practise the piano (verb), but I did my piano practice (noun)

             (ii)     She checked the copy against the original

                      Get all cheque printed from your office.

             (iii)    A historic house.

                      A historical novel.

**Q.90**     What do you understand by the term 'impersonal style'? How is this style helpful in
             technical writing?                                                    **(8)**

**Ans:**     **IMPERSONAL STYLE:** Most scientific and technical writing is done in impersonal
             style. The manner of expression which excludes the possibility of differing subjective
             interpretation and indicates objective validity of experience is called impersonal style.
             This style is aimed at factual presentation or rational explanation of phenomenon, as
             opposed to the rhetorical and poetic which seeks to emphasize the emotional and
             aesthetic aspects of things and events; it awakens the intellect instead of arousing the
             sentiments.

             An impersonal style is of immense use in technical writing. The routine writing is
             understood by a layman whereas technical writing can be properly comprehended only
             by a specialist in that line. For example a medical record of a patient, containing all
             details of patient's illness will be understood by any medical professional. But to a
             layman it will not make any sense, as he does not understand medical terminology.

Technical material is not meant for the general reader. It is meant for tho̶ ̶ ̶ ̶ ̶ ̶ ̶
an in-depth knowledge of the specialized field. For the writing of technical d̶ ̶ ̶ ̶
proposals, one cannot afford to bring in personal prejudices. Hence the importa̶ ̶
personal style in technical writing.

**Q.91**     What element of language help towards a good writing style technical writing?     **(8)**

**Ans:**     Whether we are an engineer, manager, scientist, or executive, technical writing will be a major part of your daily work experience. Good technical knowledge needs to be packed up by an equally good writing style. Broadly speaking, style is the way we write, it is not only the 'what' of words but also the 'how'. Style varies from one individual to another in the selection, arrangement and execution of words. However, some features of style are common to all good writers.

**CLARITY OF THOUGHT** is the most important feature of writing style. In the words of Walter Wells, 'There should be no vagueness, not the slightest doubt or confusion over what the message says, not even for an instant'. Before your hands do your work, let your mind do its own.

The other important factor you must always bear in mind is your audience- who are you waiting for, considering the topic from the reader's point of view will help in determining the kind of language you must use, level of formality, and so on.

**ECONOMY OF WORDS** is the third factor one should bear in mind. Selecting the words that fit into the context, avoiding wordiness, and using one's judgment in deciding the appropriate length of sentences and paragraphs all go into the making your writing a piece of effective communication.

Another aspect of your writing that cannot be neglected is spelling; incorrect spelling conveys a poor impression of you as a communicator. It distracts the reader from getting your message.

The writer must also ensure that his style is suited to the subject matter and purpose of writing. Coherence, simplicity, precision and economy are some of the other traits of writing that go a long way in evolving a good style.

**Q.92**     What is meant by Audience Definition System? Why is it considered so important in technical writing?     **(8)**

**Ans:**     **AUDIENCE DEFINITION SYSTEM**: Audience definition helps writers target the major groups of readers for the document. It enables writers to discover what their readers know about the subject. It focuses on what the readers need to know to perform their jobs better or to increase their knowledge about the subject. And it helps writers determine what their readers will do with the information they read. Charles H.Sides has divided Audience Definition system into four processes:

(i) Defining who the reader are

(ii) Defining what the readers know

(iii) Defining what the reader need to know

(iv) Defining what the reader will do with the information provided. In tech... writing, the audience definition system is of great importanc... Imagine the regrettable state of technical writing, if a document lacks a clearly defined purpose; if the target readers are at a loss to understand it.

**Q.93**    Explain:

(i)    Formal/ Informal Definition

(ii)    Operational Definition

**Ans:**    (i)    **FORMAL/INFORMAL DEFINITION**

Formal definitions are the most common type of definition found in documentation. In fact, they are common to all type of communication in which the purpose is to explain something new to the audiences. Formal definitions are most often found as the topic sentences of paragraphs, or as the lead to a new segment of information within longer section of report. When writers choose to expand formal definitions into product descriptions, they commonly use examples, illustrations and further definitions.

Informal definitions are actually formal definitions that have been altered for the sake of stylistic variety. Often, if you are describing a complex device, piece of equipment, or product, you would not want to begin the description of each component, with the same communication technique-a formal definition. By using informal definition in some of these instances, you can vary your sentence structure, and by doing that, you can keep readers awake. Informal definitions are one way to avoid an overly simple writing style, while still maintaining logical clarity.

(ii)    **OPERATIONAL DEFINITIONS:**

Operational definitions are most useful in describing processes or procedures. They do so by explaining how the process changes over time or how it works, or by describing a way to measure it. Operational definitions are instructions which are step-by-step explanations of how to do something; how to build, operate, repair or maintain things. Any product sold in the market is accompanied with a manual, which is descriptive and is quite long. These instructions may be long or short depending on the actual operations. The longer manual helps you to install your washing machine, set up your television set, maintain computers, and operate jet fighters. Most of the time you will be writing process description, which will relate to

❖ Trouble-shooting an issue

❖ Constructing or creating a piece of product or machinery

❖ Performing a crucial function

❖ Conceptualizing or representing how to improve productivity organizational structure.

**Q.94**     How to write technical proposals? What are the common characteristics of technic~~al~~ proposals?            **(8)**

**Ans:**     **TECHNICAL PROPOSALS:** Technical proposals, whether they are sales proposals or research proposals are a persuasive blend of information, organization and reason. For proposals to be successful, writers must convince the audience, that it needs to be done, and that the writer or proposing group can expect some sort of recompense for having done it, essentially, technical proposal should:

❖ Demonstrate to appropriate decisions makers that their needs would be met with.

❖ Be more creative than other forms of professional writing

❖ Permit informality and personal approach in style to some extent

❖ Keep in view the customer's convenience, financial gain and prestige

❖ Look neat and attractive

❖ Include summary, background, objective, description of the problem, methodology and cost estimate

❖ Anticipate any possible reason for rejection and provide suggestions for overcoming them

❖ Follow meticulously the requirements of the solicitor

❖ Contain certain or all elements of structure according to purpose, usefulness and requirements of the recipient language.

❖ Use plain, direct and unambiguous expressions.

Finally, make it easy for the people to judge your proposal by supporting it with logical reasons.

**Q.95**     What is the importance of including graphics in reports and papers?     **(8)**

**Ans:**     **IMPORTANCE OF GRAPHICS IN REPORTS AND PAPERS**

Too often writers overlook the importance of including graphics in their reports and papers. Correctly done, graphics (or visuals) not only are informative, but the y also draw the reader's attention to information writers choose to highlight. They can carry much more information per space in a document then the same amount of text can. In high tech subjects there is an increasing reliance on visual communication.

Spoken words are ephemeral; as soon as they come out of our mouth they evaporate into the air. Because of this limitation, presentations often need strong visual support-handouts, chalk boards, flip chart, overhead, slides, computers, charts, tables, film etc. if the graphics is simple, clear and appropriate to its purpose, it will deliver its message more accurately and quickly than a verbal explanation. Following are some of the graphics which are included in the reports and papers, depending upon their need:

❖ Information tables-(informal tables are simply lists, they are rather extension of the text-they should be physically separated from the text)

❖ Formal tables: (formal tables require more formatting than lists- they should have clear column and line headings)

❖ Line graphs-are used to show changes in the state of some~~~~ the period of time.

❖ Bar graphs- are used to compare the size of items

When chosen and rendered accurately, with your purpose and audience in mind, the~~~ can be vital addition to written communication.

**Q.96** What are the different type of reports? Describe some of the common objectives/purposes of reports. **(16)**

**Ans:** **DIFFERENT TYPES OF REPORTS:**

On the basis of purpose, frequency, or mode of reporting, reports can be classified as follow:

❖ Informative, Analytical (purpose)

❖ Periodic, Special (frequency)

❖ Oral, Written (mode of presentation)

**INFORMATIVE REPORTS**: an informative report, as the name suggests, entails provisions of all the details and facts pertaining to the problem. In a report of this kind, the details are worked out in a systematic and coherent manner; the main purpose of the informative report is to present the information in an objective, factual and organized manner. It presents the situation simply as it is. To write an information report, all you need is to collect data, arrange it in an appropriate order and present it in a style appropriate to technical writing.

**ANALYTICAL REPORT:** An analytical report is also known as interpretative or investigative report. If a report merely presents facts pertinent to an issue or a situation, it is informative. On the other hand, if it analyzes the facts, draws conclusion and makes recommendations it is described as analytical report. It is pertinent to note that all such reports are an important aspect of documentation within the high-tech industries. Placed on file, they can be referred to by people working on the design of later products or by people writing user documentation.

**PERIODIC AND SPECIAL REPORTS:** Periodic or routine reports are either informational or analytical in their purpose. As they are prepared and presented at regular, prescribed intervals in the usual routine of the business they are called periodic or routine reports. They may be submitted annually, semi-annually, quarterly, monthly, fortnightly, weekly or even daily.

Generally such reports contain a mere statement of facts in detail, in summarized form, or in the layout of a prescribed form, without an opinion or recommendation. Progress reports of various kinds, inspection reports, annual reports and sales report all come under this category.

Special reports are related to a single occasion or situation. A report on the feasibility of opening a new branch, or the causes behind the recent fire incidents in the factory are special reports. Special reports deal with the non-recurrent problems.

**ORAL AND WRITTEN REPORTS:** Reports can be oral or written depending upon the mode of presentation. When you rejoin duty after attending an international seminar, you meet your officer and report about the deliberation of the seminar. This

type of reporting comes under oral reporting. While oral reports are us[...]
reports are always preferred as they enjoy several advantages over the oral on[...]

**Q.97**        Draft Memo asking for feedback on the use of laptop computers.                  ([...]

**Ans:**        **A MEMO ASKING FOR FEDBACK ON THE USE OF LAPTOP COMPUTERS**

UNITED (INDIA) INFORMATICS LIMITED
23, Tolstoy Marg, New Delhi
MEMORANDUM

No.456
TO: All Executive Staff Members (Western Region)
From: Managing Director

Date:_____October 200_____

In its meeting held on 15th September, 2007, the Board has desired to have feedback on our experience with laptops in the western region. Kindly report to the undersigned about the use of laptops:

1.   What has been your experience of using the laptop- how far its use has added to your efficiency

2.   The frequency of using the laptop during the working hours.

3.   How far the use of laptop has facilitated your routine working especially in getting the pending work cleared off by the lower staff.

4.   Whether the use of laptop has come to your expectations.

5.   Would you recommend that your junior executive officer also be provided with such laptops?

Kindly e-mail your experience and suggestions latest by end of this month.

SD/-MD

**Q.98**        Describe the two phases in the process of communication. What should be the goal of communication?                                       **(16)**

**Ans:**        **TWO PHASES IN THE PROCESS OF COMMUNICATION:**
a)        The first phase commences when the sender encodes his message and transmits it to the receiver.
b)        The second phase begins when the receiver decodes the message in accordance with his own frame of reference, encodes it and formulated it in the form of a response.
When this message reaches the speaker, he decodes it in accordance with his own frame of reference, This way the entire loop of communication is complete.

**THE GOAL OF COMMUNICATION:**All communication is goal-directed. Identification and provision of direction towards a goal is a must, if coherence in

interaction is to be maintained. Not only the speaker, but also the recei̶̶̶̶
aware of the goal of communication.
N.B- the foregoing points should be suitably elaborated.


**Q.99**       Write an essay in about 400 words on any **ONE** of the following:-

Impact of liberalisation on Indian industry has been an unmixed blessing.
OR
Role of media in exposing corruption in public life.          **(16)**


**Ans:**       **IMPACT OF LIBERATION ON INDIAN INDUSTRY:**
Following are the key points required to be developed:
1.      Industrial policy announced by the government of India on 24$^{th}$ july,1991 proposed to
     a.      remove the administrative and legal controls to allow the industry to achieve higher levels of growth and to make it competitive in the international markets.
     b.      Substantially reduce the number of industries requiring compulsory licensing, promotion of foreign investment in India.
     c.      Automatic approval of foreign technology arrangements.
     d.      Public sector reforms and liberalize the monopolies and restrictive trade practices act.
     e.      Grant entrepreneurial freedom to private sector while retaining control over key industries.

The new industrial policy would:
    i.     Lead to higher productivity;
    ii.     Industry cut down costs and delays by liberating from highly bureaucratized controls.

**(OR) ROLE OF MEDIA IN EXPOLING CORRUPTION IN PUBLIC LIFE**
Following points should be suitably elaborated:
a) Media plays a significant role in a democratic country. It can help in exposing corruption in public life.
    i.     Through Sting operations
    ii.     Through the Right to Information Act.
    iii.     Through public debates/discussions (as is done by most of the TV channels).
    iv.     By publication of survey reports conducted by the dedicated reporters.
    v.     By unearthing the genesis of public projects and exposing the vested interests, if any.

For exposing corruption in public life, however, the media is expected to be completely objective and inspired by the cannons of public welfare.


**Q.100**       List some of the prominent barriers to communication? How can these barriers be overcome for effective communication?          **(16)**


**Ans:**       **BARRIERS TO COMMUNICATION:**

Communication is not always successful. Several things can prevent the m̷_____ reaching the intended recipient or from having the desired effect on the recipie̷_____ Following are some of the prominent barriers to communication;

**A.   Physical**
**B.   External or mechanical**

a) Such barriers include defects in the devices used for transmitting communication; e.g. telephone, the postal system, the courier services and even electronic media.

b) **Noise:** noise is a disturbance which occurs in the transmission process, including disturbance in the environment due to traffic, factory work or people talking.

c) **Semantic and Language Barriers:** language is one of the most important and powerful tools of communication yet it is a tricky tools which needs skill in handling. Emotional and cultural attitudes towards different things can evoke different responses in people. Semantic barriers arise because words mean different things to different people. Age, education, cultural background and similar other factors influence the meaning we give to words. Technical terms too can be a barrier to communication. Such terms are limited to the group of persons who work together in the same kind of occupation as they need to use technical term in their work.

d) **Socio-psychological barriers:** people have personal feelings, desires, fears and hopes, likes and dislikes, attitudes, views and opinion. Some of these are formed by family background and social environment, some are formed by the individuals own intelligence, inherited qualities, education, and personal experiences. There are problems of understanding, interpretation and response to communication which arise partly from our socially-learnt attributes and partly from our personal attributes. These are called socio-psychological barriers. Most of the socio-psychological barriers are caused due to the followings:

  i.   Self-centered attitudes,
  ii.   Group identification
  iii.   Self-image
  iv.   Selective perception
  v.   Defensiveness
  vi.   Filtering
  vii.   Status block
  viii.   Resistance to change
  ix.   Closed mind
  x.   Poor communication skills
  xi.   State of health.

e) **Cross Cultural Barriers:** cross cultural factors increase the possible problems of communication. These include national characteristics personality, language, values and norms of behaviour, social relationship, concepts of time, and concepts of space, thinking processes, non-verbal communication and perception.

**HOW TO OVERCOME THESE BARRIERS:**

Constant organizational efforts are needed to overcome these barriers to communication. For this following are the requisite conditions:

  i.   Cultivate all the communication skills including getting feedback.

ii. Channels must be kept in good working conditions.
iii. Use words which are within the comprehension of the recipient, and avoid technical jargons.
iv. Depend on description rather than evaluation or interpretation.

**Q.101** During the last three centuries, there has been an unprecedented expansion of technical vocabulary. Describe importance of technical vocabulary for experts.

**(16)**

**Ans:** **UNPRECEDENTED EXPANSION OF TECHNICAL VOCABULARY:**
With the advancement of science and technology, there has been unprecedented expansion of technical vocabulary. Meanings of the words too have undergone considerable change. Computers have brought about a revolution in the field of vocabulary. Users manual too have explained the use of technical words in their relevant context. Dictionaries of technical terms have been compiled by the experts in their special fields and these are a good guide for those who wish to acquire a specialized knowledge in their respective field of studies. In brief, technical vocabulary is ever changing and this change is seen the entire world over. Only successful experts can master the specialized knowledge and have an edge over others.

**Q.102** What are the advantages and disadvantages of oral communication? **(16)**

**Ans:** **ADVANTAGES OF ORAL COMMUNICATION:**
1) Oral communication saves time-action taken is instant and immediate.
2) It provides the opportunity for feedback and clarification the receiver can express his/her there opinion, views or emotions on the spot.
3) It helps to convey the message more appropriately with suitable tone, voice and use of words.
4) It is an effective tool of persuasion in management- It gives a personal touch to the communication. For this reason, supervisors and executives prefer to communicate their ideas and opinions orally.
5) It is economical- It saves time which is spent in preparing notes, explanations, circulars etc.
6) Withdrawal of oral communication is comparatively an easy task.

**DISADVANTAGES OF ORAL COMMUNICATION:**
1) Oral communication by itself is not always effective. It mainly depends on the attitude of the sender and the receiver of the message.
2) It is totally dependent on listening. It may affect the comprehension of the message. Therefore, it is strongly recommended to confirm important oral messages in writing.
3) Economy of oral communication is dependent on control- e.g. telephone calls, unless kept brief, may also cost a lot of money.
4) Oral communication does not always save time and money e.g. meetings go on endlessly, wasting time and resources.
5) Human memory being what it is oral messages cannot be retained for a long time. They cannot be found in record books and we cannot refer back to them

6) In the absence of a taped or written record, oral messages do not ha̶v̶ validity.
7) Oral messages can also lead to misunderstanding if the speaker has not ca̶ organized his thoughts or the listener misses the message on account of inattentiveness.
8) Much depends upon the length of message. If it is long, it is not suitable for oral transmission. There are chances of something vital getting missed or misconstrued.
9) It is difficult to assign responsibility for anything going amiss or any mistake by omission or commission in oral communication.

**Q.103** Communication serves as an instrument to measure the success or growth of an organisation. Do you subscribe to this view? Give a reasoned answer. **(16)**

**Ans:** **HOW COMMUNICATION SERVES AS AN INSTRUMENT TO MEASURE THE SUCCESS OR GROWTH OF AN ORGANISATION**
Following facts must be elaborated suitably:
1) The world is changing fast and with this every organization is becoming more and more sophisticated- communication is an integral part of the process of change.
2) Most of the management problems arise because of lack of effective communication.
3) Today, technology is highly advanced and the people are supposed to be up to date in every respect. Communication therefore serves as an instrument to surmount these problems. There are several factors which have made the importance of communication all the more important.
   a) **Increase in the size of organizations:** The mega size of the modern business establishments has made it difficult for the management to reach all the sections of their organization. It is effective communication which can ensure comprehension feedback from their workers.
   b) **Growth of trade unions** is another factor which has made the work of the management more difficult in comparison to it in the earlier times. In this regard, it is the effective communication that ensures better liaison with the trade unions through their leaders.
   c) The management has also to look into the human aspect while ensuring better working conditions. The master-servant relationship is a thing of the past. Effective communication alone can solicit desired cooperation from its workers.
   d) No modern business organization can afford to remain insensitive to its social responsibility. Managers who are good communicators with the society at large can make their organization successful.
   e) **Scientific and technological advancements** too have made the job of the modern business houses quite onerous.

**Q.104** Differentiate the following:-
    (i)    Recommendation Memos and Information Memos.
    (ii)    A Technical Paper and an Article. **(8)**

**Ans:** **Differentiate the following:**
**i.    Recommendation Memos and Information Memos.**
Basically, memos are brief written communications circulated within an organization. They not only facilitate communication about various operations but also play an

important role in arriving at some quick decisions. While some of the ~~~~ informative or persuasive, others are intended to recommend a certain line ~~~~ Some memos are intended to persuade the readers to take action, such as to a~~~~ meeting, use fewer papers, or change a production procedure, the inter-office me~~~~ (which are purely informative nature) enable the flow of information in all the three types of organizational communication, namely, vertical, horizontal and diagonal.

Information memos are mainly used for conveying information. Recommendation memos, on the other hand are used to give credit or letters of appreciation to employees for the outstanding work they have accomplished, such as outstanding contribution in the field of research.

## ii. A Technical paper and An Article

Reports are a part of our lives- starting from school reports through news reports on TV and Radio to many other kinds of reports we are required to submit in the course of our work. From time to time, government sets up committees and commissions to report on various issues of social, political and economic importance. Such committees meet from time to time, workout a detailed plan to conduct surveys and collect data from various sources and finally submit their findings and recommendations in the form of simple reports or technical reports. A report is usually a piece of factual writing, based on evidence, containing organized information on a particular topic and /or analysis of that particular topic. It is formal in nature and is written for a specific purpose and audience. It discusses the topic in-depth and contains conclusions and recommendations, if required.

An article, on the other hand is a piece of writing containing pros and cons of a given topic for the information of public at large. An article need not be submitted in a formal format though an article also draws conclusions, but need not give any recommendations for the remedial actions.

**Q.105** (i) Enumerate some fundamentals for designing on the display of information.

(ii) What are the essentials of professional presentation? **(8)**

**Ans:** **(i) FUNDAMETALS FOR DESIGNING ON THE DISPLAY OF INFORMATION**
The internet can be used to produce massive amounts of information. Multimedia design team should include people who have knowledge of the following.
➢ Audio
➢ Video
➢ Digital photography
➢ Graphic design
➢ Technical documentation
➢ Training and learning theory
➢ Authoring languages
➢ Project management.

Audio experts coordinate the development and use of any sound files that are incorporated into the final product; video experts do the same for motion video. Both of these specialists may involve creating the materials as well as selecting from available materials.

Once the design is completed through the storyboard stage, it is turned over to the people who use authoring software to develop the computer versions of the product.
Creating a multimedia design is a four phase process:

➢ Developing the design
➢ Developing the documentation
➢ Developing the media
➢ Authoring

Developing the design begins with determining what the customers want. The design team should create treatment for each independent segment.

Once the treatment has been developed, the design team should resolve the following associated issues:

i.   Media selection
ii.  Motivation
iii. Interactivity

**(ii) POINTS TO BE KEPT IN MIND WHILE PREPARING FOR A PROFESSIONAL PRESENTATION:**

It is absolutely necessary to analyze oneself before going to make a presentation. As is apparent, the speaker himself is essentially a part of the message. The audiences first see the speaker and then listen to the spoken words. Hence, the importance of presentable appearance cannot be over emphasized. Since the presentation is a formal occasion, the speaker must be formally dressed, but certainly not overdressed. If the speaker is well prepared for the occasion, he will not only look but also feel confident. And confidence is the primary characteristic of effective oral reporting/presentation.

Confidence is clearly reflected in a clear, strong and well-modulated voice. It may require endless hours of preparation. While rehearsing alone; the best way is to look at oneself in the mirror. Rehearsing in front of a full length mirror is of immense help in improving ones body language. One can always train oneself in establishing effective/ appealing eye contact, acquiring the correct and confident posture, and learning meaningful gestures. There is also immense scope for improvement in facial expressions and manner of walking. The way one walks before one's audience at once conveys an impression of confidence or the lack of it.

Another aspect of effective presentation is overcoming nervousness. The very consciousness of being asked to speak before an audience, especially a select and well-informed audience makes many a speaker nervous. Repeated rehearsals, breathing deeply, looking straight at the audience seated all over the place can help overcome nervousness.

Another important point to be kept in mind is the manner of presentation. Once the speaker knows his objective he should modulate his presentation which best suits the needs of the audience. A successful speaker knows the proper use of slides or transparencies. The presentation should be such that the participants at no stage feel that the speaker is an alien in their midst or that he has something to say with which they are not comfortable or easy. The attempt should be to present his points convincingly and try to bring about a change in the attitude of the receivers towards the issues being discussed.

The script should also be prepared keeping in mind the objective and the aims of presentation. It is always desirable for the speaker to keep close to the point of view he wishes to convey to his audience. His failure to do so would make the audience lose interest in what he wishes to drive. It is therefore, necessary for the speaker to prepare brief notes which he should always keep handy, so that he does not digress unnecessarily.

It is always better to prepare visual aids much in advance of the presenta... driving his points with the help of graphics or visual aids, the speaker gets th... respite to reinforce his ideas.

Last but not the least, distribution of handouts should be prepared meticulously ... carefully. These would provide the audience with sufficient input to seek queries, if any.

**Q.106**      Describe different types of reports. Mention the importance of reports as a basic management tool used in decision making.               **(16)**

**Ans:**      **DIFFERENT TYPES OF REPORTS:**
On the basis of purpose, frequency, or mode of reporting, reports can be classified as follows:

- ❖ Informative, Analytical (purpose)
- ❖ Periodic, Special (frequency)
- ❖ Oral, Written (mode of presentation)

**INFORMATIVE REPORTS:** an informative report, as the name suggests, entails provisions of all the details and facts pertaining to the problem. In a report of this kind, details are worked out in a systematic and coherent manner; the main purpose of the informative report is to present the information in an objective, factual and organized manner. It presents the situation simply as it is. To write an information report, all you need is to collect data, arrange it in an appropriate order and present it in a style appropriate to technical writing.

**ANALYTICAL REPORT:** An analytical report is also known as interpretative or investigative report. If a report merely presents facts pertinent to an issue or a situation, it is informative. On the other hand, if it analyzes the facts, draws conclusion and makes recommendations, it is described as analytical report. It is pertinent to note that all such reports are an important aspect of documentation within the high-tech industries. Placed on file, they can be referred to by people working on the design of later products or by people writing user documentation.

**PERIODIC AND SPECIAL REPORTS:** Periodic or routine reports are either informative or analytical in their purpose. As they are prepared and presented at regular, prescribed intervals in the usual routine of the business they are called periodic or routine reports. They may be submitted annually, semi-annually, quarterly, monthly, fortnightly, weekly or even daily.

Generally, such reports contain a mere statement of facts in detail, in summarized form, or in the layout of a prescribed form, without an opinion or recommendation. Progress reports of various kinds, inspection reports, annual reports and sales report all come under this category.

Special reports are related to a single occasion or situation. A report on the feasibility of opening a new branch, or the causes behind the recent fire incidents in the factory are special reports. Special reports deal with the non-recurrent problems.

**ORAL AND WRITTEN REPORTS:** Reports can be oral or written depending upon the mode of presentation. When you rejoin duty after attending an international seminar, you meet your officer and report about the deliberation of the seminar. This type of reporting comes under oral reporting. While oral reports are useful, written reports are always preferred as they enjoy several advantages over the oral ones.

**REPORT AS A BASIC MANAGEMENT TOOL:**

Reports form an important channel for the work of any business organizatio... organizations, reports form the primary supply line for information bound u... decision-making personnel. Managers of small organizations also depend upon ... to supplement and reinforce the information they can collect directly than manager... big ones.

In both the large and small organizations, reports provide vehicles for downward and lateral messages. Top managers may send reports down through the line of the participants on the organizational charts. Managers on the line often make reports to one another. In addition, both line and staff specialist often make reports to one another as well as those on the line. Whether large or small, organizations report to external entities- particularly to shareholders and to federal, state and local governments.

Thus we find that different kinds of report are a basic management tool used in decision-making. Reports are vital, especially for large scale organizations that are engaged in multifarious activities handled by different departments. There top executives cannot keep a personal watch over all these activities. So they have to base their decisions on the reports they get from the heads of various departments. Similarly for large organizations reports are indispensable.

**Q.107** Enlist various barriers to effective communication. How does psychological and physical noise act as a barrier to effective communication? **(16)**

**Ans:** **VARIOUS BARRIERS TO EFFECTIVE COMMUNICATION:**
The following are some of the barriers to effective communication:
**I. PHYSICAL, EXTERNAL OR MECHANICAL BARRIERS**
These can be due to (a) defects in the medium, (b) noise
**II. SEMANTIC AND LANGUAGE BARRIERS**
These could be due to
   i. Interpretation of words
   ii. Bypassed instructions
   iii. Denotations and connotations
**III. SOCIO-PSYCHOLOGICAL BARRIERS:**
These could be due to:
   a) Self-centered attitudes
   b) Group identification
   c) Selective perception
   d) Defensiveness
   e) Filtering and
   f) Status block (N.B- A brief explanation of above given points is required)

**HOW DOES PSYCHOLOGICAL AND PHYSICAL NOISE ACT AS A BARRIER**
**What is noise?**
An interference in the message sent and message received leads to the production of 'noise'. The term communication barrier, or that which inhibits or distorts the message, is an expansion of the concept of noise. Noise here does not mean cacophony, but a break in the communication process.

A barrier acts like a sieve, allowing only a part of the message to filter through; as a result, the desired response is not achieved. Noise could be defined as the distracting

force which breaks the concentration of the sender or receiver and forces voluntary attention to the disturbing element. It could be of two types:

(A) Psychological (B) physical

Psychological barrier could be due to

     i.       Mental disturbance,
    ii.       Preoccupation
   iii.       Ego hang-ups
   iv.       Anxiety
    v.       Tiredness
   vi.       Preconceived ideas and notions.

And, Physical barrier could be due to:

Disturbance and distraction in the environment

(N.B- A brief explanation of above given points is required)

**Q.108**     Differentiate between Listening and Hearing. What are the essentials for good listening?       **(16)**

**Ans:**     **HEARING VS LISTENING**

Listening is the receiver's activity in communication. As the speaker has the responsibility to make efforts to be understood, the listener has the responsibility to be attentive and to make efforts to understand the speaker. Hearing is the first step to listening. At this stage, the listener simply attends to the speaker to hear the message. If one can repeat the speaker's words correctly, one has heard the message. Listening is much more than trying to hear and decipher the phonetic sounds produced by the speaker. It is an effort to match mental faculties of the sender and with those of the receiver.

**VARIOUS TYPES OF LISTENING: ESSENTIALS OF GOOD LISTENING:**

Listening is a vital component of the entire process of communication. Effectiveness of communication is determined by the extent to which listening and comprehension take place in the course of an interaction. No communication is complete without listening. Listening is a process of receiving, interpreting and reaching out to a message from the speaker.

Hearing and listening are not the same. People often use these two words interchangeably. In fact, hearing which is solely dependent on the ear, is a physical act, and barring physically impaired persons, everyone can hear without deliberate effort. Hearing is merely the vibration of sound waves on the eardrums followed by the firing by the electro-chemical impulses in the brain.

On the other hand, listening requires voluntary attention and making sense of what is heard. It requires a conscious effort to interpret sounds, grasp the meaning of the words, and react to the message.

**TYPES OF LISTENING**

There are different types of listening passive, marginal, projective, sensitive and active in which an individual indulges according to his own particular needs. Asha Kaul, in her book 'Business Communication' has categorized the following types of listening:

| TYPES | MANNER |
|---|---|
| 1. Passive | Hearing. No listening takes place |

| 2. Marginal | Superficial listening takes place |
| 3. Projective | Message sent is received within the receiver's own fr̶ reference |
| 4.Sensitive/Empathetic | An attempt is made to watch the perception of the receiver with that of the sender |
| 5.Active | Leveling and assimilation take place |

**PASSIVE LISTENING:** We often listen to various forms of communication in an unconscious manner. While at the dining table, we glance at the television while busy eating or talking to someone else and some sounds enter our ears. This is not active listening. Absorption of the spoken words comes only when there is "sharpening" and "assimilation". In the absence of these two processes, real or meaningful listening cannot take place.

**MARGINAL LISTENING:** When we are listening to a presentation, we do not grasp each and every word that the speaker utters. When an individual listens on a superficial level only, it is called marginal listening.

**PROJECTIVE LISTENING:** In projective listening the responses of the receiver are in a state of restful alertness. Each individual has within him /her frame of reference in which he/she tries to adopt the perspective of the co-interactant. While listening, the receiver tries to view and absorb the contents of the presentation within his own frame of reference. Therefore, in projective listening, the receiver's perspective is limited to his own viewpoint.

**SENSITIVE/ EMPATHETIC:** When we listen to a distressed friend who wants to vent his feelings, we provide emotional and moral support in the form of empathetic listening. When psychiatrists listen to their patients, their listening is also classified as empathetic listening.

**ACTIVE LISTENING:** This is most important type of listening. The receiver absorbs all that is said and also makes an attempt to verify all that he has been listened to.

**ESSENTIALS FOR GOOD LISTENING:**

Training for good listening is largely a personal responsibility and can be achieved by personal efforts. There is no one technique by which you can improve your listening. Your listening reflects your basic attitude to the people rather than your skills alone. You must feel respect for people; and must be willing to share their ideas and views.

You have to be accepting, non-critical, non-judgmental and non-moralizing about what the other person says. Some positive habits can be cultivated to improve listening.

First of all, pay full attention to the speaker. This may need one's determination to concentrate. Concentration is helped by alertness of the mind and body. If you are determined to pay attention, you can train and discipline your mind and body to get into the listening mode.

Secondly, use your eyes as well as your ears to listen. A spoken message does not come only through words. For clear and full understanding, non-verbal signs must also be considered. In order to get the whole message you have to interpret the speaker's non-verbal signals as well as the spoken words. Facial expressions, gestures and postures, tone and pitch of voice all are significant in order to properly assimilate the true tone of the message.

Thirdly, show the speaker that you are listening; your posture, body langu̶̶̶̶̶contact must indicate interest, sympathy, attention and desire to understand̶̶̶attitude, concentration, interaction, question answer sequence are some of the ess̶̶̶of good listening

**Q.109**     What is the structure of a Report?

    OR

    What is the structure and layout of a Disciplinary Memo?         **(8)**

**Ans:**     **STRUCTURE OF A REPORT**
A report is divided into sections with headings so that the collective information can be presented in a form that is easy to read and refer to. A covering letter usually accompanies the report.
A traditional report includes narrative paragraphs with titles, headings, sub-headings, footnotes or endnotes, tables, and illustrations. A report has three major parts with sub-divisions under each.
**1. FRONT MATTER**
Include at least a title page in the front matter of a formal business report. You may include some or all of the nine other components listed below, depending on the requirement and nature of the report.
      i. Cover
      ii. Title page
      iii. Authorization letter or memorandum
      iv. Acceptance letter or memorandum
      v. Transmittal letter or memorandum
      vi. Tables of contents
      vii. List of illustrations
      viii. List of tables
      ix. Preface, foreword or acknowledgement.
      x. Abstract.
**2. BODY**
      i. Introduction
      ii. Main body ( usually consisting of several clearly defined divisions)
      iii. Conclusions and /or recommendations.
**3. BACK MATTER**
      i. Endnotes (if used instead of footnotes)
      ii. Appendices
      iii. Bibliography

  **(OR) STRUCTURE AND LAYOUT OF A DISCIPLINARY MEMO.**
When employees violate the rules or breach the code of conduct in an organization, they are served with either a severe warning or any other punishment as decided by the management. The memo conveying this action may be issued to an employee who has accepted some favour from the customers.
Standard memos are divided into five main segments to organize information and to help achieve the writer's purpose. However, depending on the requirements, you may

need to add two more segments, one for attachments and the other for distribution of copies.

➢ Heading segment
➢ Opening segment
➢ Discussion segment
➢ Closing segment
➢ Signature segment
➢ Necessary attachment segment( optional)
➢ Distribution segment(optional)

Organizations generally provide printed memo forms to their various divisions which contains all the segments, mentioned above.

(N.B- A brief explanation of above given points is required)


**Q.110**        Explain the followings (any **FOUR**):
                 (i)      "Principle of integrity" in communication
                 (ii)      Hoarseness
                 (iii)     Informal Communication
                 (iv)     Negative Memos
                 (v)      Curriculum Vitae                                    **(8)**

**Ans:**

### i.    PRINCIPLE OF INTEGRITY IN COMMUNICATION

Showing integrity is the best way of showing consideration. Integrity involves the observance of ethical principles-sincerity and fair treatment. These values should not be discarded as redundant to the modern materialistic world- they are the staple food to nourish growth. Nothing will impress the receiver of your message more than these two simple virtues.

### ii.    HOARSENESS

Hoarseness acts as one of the barriers to communication. If the message  being conveyed to the receiver is not clear due to this speech defect, communication remains incomplete. On the other hand, clarity of expression is one of the cardinal virtues for effective communication.

### iii.    INFORMAL COMMUNICATION

In a business organization, there are ample opportunities for both formal and informal oral communication. Whenever people get together there is bound to be some face-to-face communication in which they will share all sorts of ideas, feelings etc. The origin of grapevine lies here. Informal communication is vital in establishing relationships. Informal communication generates warmth in relationships with friends or colleagues and promotes further communication by maintaining contact with the listener.

### iv.    NEGATIVE MEMOS

Memos are the most important form of internal or intra-organizational communication. A memo is different from a letter in both format and its effect on the addresses. It is important to note that a memo does not have any salutation or a complimentary close. But the subject is clearly written and underlined. Negative memos are generally written to the erring employees asking them to explain within a stipulated time the reasons for violation of the code of conduct by them. Such memos are necessary to maintain integrity and discipline among the employees.

### v.    CURRICULUM VITAE

Almost all the jobs advertisements ask for resume or C.V. (curriculum vitae) of the applicants. Different countries have different conventions regarding C~~~. Different advertisers ask for the applicants in a particularly specific way. Whate~~ type of C.V / resume, the following details are common to all:
a) Personal particulars
b) Academic qualifications
c) Additional qualifications
d) Experience that may be stated in the following order:
Functional: emphasizing   the skills and talent of the applicant;
Chronological: emphasizing work experience listing job descriptions.
e) additional information that may include anything worth mentioning , languages known, etc
f) References
Personal particulars include, name, address, telephone, date of birth, marital status etc.

**Q.111**          Read the following passage carefully and answer the following questions.

"Success in life depends largely on good health. Keep your body fit, and by cleanliness, fresh air, regular habits and suitable recreations, make yourself strong to play the game, and to do it in every sense of the word. Avoid anything that will sap your strength. Smoking in your youth stunts the body and clouds the brain. Be temperate in all things, and beware of drinking. It is the deadly enemy of health and efficiency. Above all, remember that your character is a priceless possession. Therefore, keep it untarnished. Be truthful in all things, courteous and considerate to everybody, fair to your rivals, kind and helpful to all who are weak and suffering, and do not be afraid to have the courage to stand up for what is good, pure and noble."
(i)   How can we maintain good health?
(ii) What are the things we should eschew in particular to enjoy good health?
(iii)What are the traits of character that we should cultivate?
(iv)  Explain: "Be temperate in all things."
(v) Give the opposites of: courteous, noble.                         **(10)**

**Ans:**

i    We can maintain good health by cleanliness, fresh air, regular habits and suitable recreations.
ii   We should avoid anything that would sap our strength (e.g. smoking etc) and by being temperate in all things.
iii  Be truthful in all things; courteous and considerate to everybody.
iv   Be temperate in all things means to be moderate and to avoid over indulgence in eating etc.
v    Discourteous, ignoble.

**Q.112**     Give the meaning of the following words and also frame a sentence using each one of them:
(i)  Accede, Exceed
(ii) Eminent, Imminent
(iii)Verbal, Verbose                                                         **(6)**

**Ans:**
    i.     Accede- to accept. He acceded to my request.
          Exceed- overstep. Don't exceed your limits.
    ii.    Eminent-well known. He is an eminent physician.
          Imminent- impending. Due to failure of rains, drought is imminent.
   iii.    Verbal-as opposed to written. A verbal order is not given much importance.
          Verbose- full of words. He made a verbose speech without much substance in it.

**Q.113**      Write a business letter giving information about the damaged bags of cement
           Supplied                                                                       **(16)**

**Ans:**       Apart from the usual format such as heading, reference no, date, address to whom the
letter has to be sent, salutation, subject and subscription, the contents of the letter should
include the following points:
1.    The supply of the cement bags was made on a rainy day. Most of the bags were
       soaked in water.
2.    The soaked bags have been rendered unfit for use.
3.    As per the agreement, the bags were accepted with the provision that if found
       damaged the same would be replaced.
4.    More than half the cement bags have been found to be damaged; the same may
       please be replaced without further delay.

**Q.114**      In what ways group discussion differs from other discussion groups such as
          meeting, symposium, seminar etc? Also give the points that one should bear in mind
          for effective participation in a group discussion.               **(16)**

**Ans:**       A group discussion needs to be well planned, deciding on what the participants are
required to discuss. Every member should be duly informed about the agenda, the date
and time and place of the group discussion. A group discussion means that all the
members are expected to participate actively and contribute positively to achieve the
discussion.
A group discussion can run smoothly if one of the members is made the team leader. It
is his/her responsibility to ensure that the discussion moves in the right direction and
every member participates in it. The ambience of the group discussion is generally
informal which puts everybody at ease so that one can speak to resolve the issue. The
decisions made by the groups are generally better than those made by an individual
**Meetings** are an effective and efficient tool in the process of communication. These
allow people to come in contact with each other and at the same time help them to share
information and ideas, make relevant suggestions, take quick decision and consequently
facilitate the working of the organization.
Meetings also help in enhancing the social skills of the group. A meeting should be
convened not because it is the option available by default but to achieve an objective in
a specific situation.
A **Seminar** is a meeting for exchanging information and holding discussions similar to
a conference. A seminar is more limited and formal in its nature while a conference is
wider and more informal. As a result, more serious discussions are held in a seminar
within a limited period than in a conference. Every participant in a seminar is supposed

to present a paper after the reading of which all the participants are invite... issued in great detail.

As in a seminar, in a **Symposium** there is a general discussion among the partic... on the selected topic and an effort is made to evolve a consensus of opinion on... given topic.

### POINTS TO BE KEPT IN MIND WHILE PARTICIPATING IN A GROUP DISCUSSION.
  i.    ROLE OF THE GROUP LEADER/ TEAM LEADER.
  ii.   ROLE OF THE PARTICIPANTS

### ROLE OF THE GROUP LEADER
  a)    She/He should plan the meeting well, define the purpose and the agenda to the members.
  b)    Encourage every member to participate, and act as a moderator
  c)    Summarize every member's views to reach a decision to be taken.
  d)    Reconcile differences between members amicably;
  e)    Ensure that everybody observes the decorum and should be impartial in his or her observation.
  f)    Coordinate the discussion by giving a clarification.
  g)    Suggest creative strategies

### ROLE OF THE PARTICIPANTS
  a)    Communicate positively to facilitate decision-making
  b)    Should be well informed to contribute to the discussion
  c)    Should try to be a good listener and open to ideas and of views of other members.
  d)    Should analyze coherently and argue positively to convince the other members to his or her viewpoints.
  e)    Should be cordial while interacting.
  f)    Keep a pen and paper to note down other peoples views.
  g)    He should not try to monopolize the proceedings; let others express their views on the topic.
  h)    Should not try to bully others to come to a consensus.

**Q.115**      In the following passage, some spaces have been left blank. You are required to fill up those spaces with appropriate word, options for which have been given there.

It is many years since I _____1_____ (past/least/last) had an opportunity to see you, and you have now become _____2_____ (successful/proud/famous) throughout civilized world. Although circumstances _____3_____ (beyond/beneath/above) my control have made it impossible for me to _____4_____ (carry/continue/strengthen) the close association with you which I enjoyed in my _____5_____ (life/youth/existence), I have followed your progress and read your books with great _____6_____ (pleasure/pride/satisfaction). Now that you are leaving Port Middlebay, I _____7_____ (should/would/could) therefore like to _____8_____ (see/meet/thank) you, on my own behalf and on behalf of the inhabitants of this _____9_____ (forest/roof/town) for the pleasure that have given us, and to wish you even _____10_____ (greater/higher/deeper) success in the future.      **(10)**

**Ans:**

1) last
2) famous
3) beyond
4) continue
5) youth
6) pleasure
7) would
8) thank
9) town
10) greater

**Q.116** Give the full forms of the followings: MAN, LAN, ISDN, HTML, XML, and WAN.

**(6)**

**Ans:** **MAN-** Media Access Network
**LAN-** Local Area Network
**ISDN-** Inter Switched Dialing Network
**HTML-**Hyper Text Mark up Language
**XML-** Extended Mark Language
**WAN-** Wide Area Network

**Q.117** "India lives in villages but the living conditions there are anything but liveable." Substantiate the statement with your views based on personal experience, knowledge and reading.

**OR**

"Education should promote creativity and thinking rather than rote learning." Suggest the effective measures to achieve the objectives stated in the above suggestion. Explain how the measures suggested by you would be effective. **(16)**

**Ans:** **INDIA LIVES IN VILLAGES BUT THE LIVING CONDITIONS THERE ARE ANYTHING BUT LIVEABLE"**
The following points should be incorporated in this essay:
1. Major part of India's population lives in areas.
2. Villagers have no other source of income except whatever little they get from agriculture.
3. There are poor facilities of communication, education, health, sanitation and employment.
4. The unemployed village youth tend to migrate to the cities in search of better employment.
5. The standard of life of villagers is indeed very poor
6. Miserable condition of villages makes life of the villagers unliveable.
7. Unless the government does something concrete, the flow of rural population to the urban areas will continue unabated.

**(OR) EDUCATION SHOULD PROMOTE CREATIVITY AND THINKING RATHER THAN ROTE LEARNING"**
Following points may be discussed:

1.   The present system of education in our country promotes rote learning.
2.   Creativity and thinking are not generated in the pupils.
3.   This results in the poor performance of the youngsters when they grow up.
4.   In fact, much emphasis should be laid on developing creativity and thinking. I~
     should be the main aim of education.

**Q.118**      What is language communication?  Discuss in detail the principles of communication.

                                                                                    **(7)**

**Ans:**        Man is superior to other species because he communicates through language that
               consists of words. Other species don't use words. The phenomenon of language as we
               know it today is the result of evolution of continuing growth, as old as human
               civilization itself. And, just as human civilization is growing or changing fast, rather at
               a feverish pace, so is the phenomenon of language. It is all the more important to note
               now that we have already ushered into the 21$^{st}$ century. Way back in 1970 Alvin Toffler
               alerted us to the speed at which society all over the world, especially in the West, has
               been undergoing chance in recent years. Our behaviour patterns and mental images are
               changing fast. As he says, "the entire knowledge system is undergoing violent
               upheaval." The result is that language that is the code to convey knowledge or
               information is also becoming highly 'purposive' condensed and ingeniously engineered.

               The immediate result of this chance in language is reflected in words. Newer and newer
               words are being coined and put into currency from all over the world. "The words we
               use are changing faster today and not merely on the slang level, but on every level. The
               rapidity with which words come and go is vastly accelerated. This seems to be true not
               only of English, but French, Russian and Japanese as well. The number of words
               pouring in, on account of scientific, technical, commercial and political development, is
               so large that even the largest of dictionaries cannot do full justice to them." The
               business communications in the modern world, therefore, is largely dependent on
               language PRINCIPLES OF COMMUNICATION.

               As the key to efficient business lies partly in communicating effectively, we must
               therefore, make a conscious effort to master it. Effective communication depends
               mainly on three things; understandable messages credibility of the sender, and how the
               message is affecting the receiver. Effective communication can be achieved by having a
               thorough knowledge of the communication process in an organization. And also taking
               relevant steeps to overcome the same while keeping in focus the objective of the
               communication, whom it is meant for and under what circumstances it is being made
               THE SEVEN C'S OF EFFECTIVE COMMUNICATION: Clarity of expression
               completeness of information, conciseness of message, concreteness in presentation,
               courtesy towards recipient, correctness of facts and consideration for receiver.

               These principles can be summed up as follows:

               Choose the right means and mode. It is most important to choose the right and mode of
               communication. This would depend on the organization, its size, its policy, security
               necessity for official record of the communication, the recipient and the resources
               available with him.

               Own your messages: your message will be taken seriously only if you are willing to
               own it.

Offer complete and relevant information: Message must offer complete and relevant information in order to become effective. Incomplete information makes it necessary to begin another cycle of communication to issue clarifications.

Obtain feedback: Feedback is the culmination of the communication process. It confirms that the receiver has correctly understood our message. Thus when sending out a cheque, we often ask the receiver to acknowledge its receipt.

Think of the recipient: Effective message are invariably you-centered. We do not address the president of our company in the same manner as we speak to a fellow manager. The rank of the former demands careful thought and respect. Therefore, we must take into account the attributes of the receiver before drafting the message.

Verbal and non-verbal congruence: Meanings are often communicated in more than one-way. Our words and facial expression must send out the same message.

Repeat if necessary: In exceptional circumstances, repetition ensures that the crucial pert of the message is not ignored or overlooked.

Do not judge: Unfavourable judgements provoke reaction and are therefore better avoided.

Rely on facts: Facts lend credibility to our communication since it is not possible to refute them.

**Q 119**      Discuss the concept of noise in communication and suggest methods for overcoming communication barriers.        **(7)**

**Ans:**      **CONCEPT OF NOISE IN COMMUNICATION AND METHODS FOR OVERCOMING COMMUNICATION BARRIERS.**

For the success of any business, effective communication is imperative. In fact effective communication is the very lifeblood of all business. No communication no business. There are enumerable instances of miscommunication, miscommunication, incomplete communication, and misconstrued communication. Specialists in the field have made serious studies regarding these problems and have come up with useful insights into what have widely come to be known as 'barriers' to communication.

**NOISE AS A BARRIER IN COMMUNICATION**

Communication is very often affected/distorted/ blunted by noise that occurs primarily at the transmission level. Literally the word 'noise' means 'interference that occurs in a signal and prevents you from hearing sounds properly. Noise is therefore, the first major barrier to communication. In a factory, for example, where there are machines and engines making a constant noise, oral communication becomes difficult. Blaring loud speakers around is bound to interfere with our conversation, whether face to face or on telephone. Similarly adverse weather conditions can also causer interference in the transmission of message. In this way we see that noise is not just one single factor but a whole range of factors rolled into one big barricade that we must make every effort to overcome but we cannot wish away. There can be various other factors, which can act as barriers to effective communication. Notably among these are: lack of planning, wrong or unclarified assumptions, semantic problems, cultural barriers and socio-psychological barriers etc.

Here are some of the methods for overcoming communication barriers:

**Clarity of purposes:** We must make a careful analysis of what exactly we ~~~~ communicate. We must first understand the pros and cons of what message we w~~~~ convey to the other party.

**Shared activity:** It is always necessary to remember that effective communication is the responsibility of all persons in the organization.

**Common set of symbols:** The coding and decoding of the message should be done with symbols that are familiar to the sender and the receiver. Technical jargons should be avoided.

**Focus the needs of the receiver:** whenever we communicate we must keep in mind the needs of the receiver of the message. This awareness about the needs of the receiver will make him more receptive.

**Use feedback:** Communication is complete only when the message is understood by the receiver and this can be ensured with the help of getting feedback.

There are other methods such as active listening to what the receiver wants us to listen, controlling of our emotions, politeness and elimination of noise, which can ensure effective communication.

**Q.120**      What is technical writing? How is it different from routine writing?       **(7)**

**Ans:**      Technical material usually represents a particular field of knowledge. The Oxford Dictionary states that the word technical means specialization in a subject, art or craft. For example, most us know how to operate a computer but we do not really know, as lay people, what goes into the making of a computer, and what goes into each part of the machine. Only a competent engineer knows how to assemble a computer, and what goes into each part of the machine only technicians or technically expert people are called upon to deal with matters of technical nature. Any report to be prepared and submitted on technical matter is, therefore termed as technical report. An expert in the field of cookery or jewellery has technical expertise in that particular field. He has acquired an education in that particular field.

### DIFFERENCE BETWEEN TECHNICAL AND ROUTINE WRITING

The routine writing is understood by a layman whereas the technical writing can be properly comprehended only by a specialist in that line. For example a medical record of a patient, containing all details of a patient's illnesses, will be understood by any medical professional. But to a layperson it will not make any sense, as he does not understand medical terminology. Technical material is not meant for the general reader. It is meant for those who have an in-depth knowledge of the subject concerned and is meant as a means of communication between such professionals. Appreciations, and scientific terms are usually in full use in such writings. When you write a technical report, make it as simple as possible. You do not have to explain every single line. The people you are writing for will already be familiar with the jargon. When we write, we should aim at informing the reader, without either 'talking down' to him or going into many difficult explanations.

**Q 121** There are some classical words which name things or ideas that are most c̶̶ science and technology. Stems based on these words frequently join other ele̶ to form technical terms; they are also used as prefixes, or suffixes or both. following terms are based on this process of word formation. For example *Pyrometer* is a combination of Greek root *Pyr* (i.e., fire) and *metron* (to measure). Now identify and give meaning of the Greek roots that go into the making of the following terms :

(i) Biology                   (ii) Hydraulic

(iii) Thermodynamics      (iv) Equilateral **(7)**

**Ans:**

1. **Biology:** The word 'Biology' is of Greek origin. Bio means in composition life, the science of living things; sometimes it is restricted to ecology.

2. **Hydraulic:** The word 'Hydraulic' is of Greek origin and is derived from the word 'hydromeaning water. The word aulos means a pipe relating to hydraulics-conveying water-worked by water or other liquids in pipe setting in water.

3. **Thermodynamics:** The word 'thermodynamics' is of Greek origin and has been derived from the word 'Therm' meaning a hot bath. A bathing establishment. It means science of heat as a mechanical agent.

4. **Equilateral:** The word 'Equilateral' has been derived from Latin word 'equi- a prefix meaning equal. Latus-eris-side-having all sides equal.

**Q.122** What is an Analysis Report? Discuss in detail the constituent elements of a hypothetical analysis report. **(7)**

**Ans:** Analysis reports are part of the organization's management information system. These reports are meant to send objective, factual and analytical information on the management on the specific progress achieved and the intended timetable for future work and completion.

These reports must contain the purpose statement i.e. must identify the purpose with a subject line or a purpose statement. The Body of information must describe a critical appraisal of the current situation, change, if any, the cost factors-advantages and disadvantages.

The conclusion of an analysis report must carry suitable recommendations. Report's findings must be written with positive language and an emphasis on achievements and progress. Aim should be to balance by reporting on successes and evaluation any problems encountered or anticipated. Analytical reports also provide information in addition include analysis and interpretation.

**Q.123** Discuss in detail the nature and format of Recommendation memos. **(7)**

**Ans:** Memo is the short form of memorandum. The literal meaning of the word memorandum is a note to assist the memory. Memorandum is singular in number. Its plural forms are memorandums or memoranda.

A memo is used for internal communication between executives and sub~~~~ between officers of the same level. It is never sent outside the organizations.

A memo can be used.

(i) to issue instructions to the staff.

(ii) to communicate policy changes to the staff.

(iii) to give/seek suggestions.

(iv) to request help or information.

(v) to confirm a decision arrived at on the telephone, etc.

However, a memo may not be found appropriate if the matter is of a complex or serious mature involving lengthy discussion.

### THE MEMO FORMAT (OF RECOMMENDATION MEMO)

The memo format is different from that of a letter. Since memo moves from one department to another or from one employee to another, it is essential to write the name of the person sending the memo and the name of the recipient and the designation or department of 'Form' and 'To' are invariably used in a memo. There is no salutation, and the writer's signature is put without writing the subscription of complimentary close. The memo is properly dated, is written in a direct style, and is as brief as possible. The recommendation memo is meritorious services or some other official recommendations have to be conveyed to other departments.

**Q.124**     What do you mean by argumentative writing? For what purpose is this writing used? **(7)**

**Ans:**     Truth does not win out because it is truth. It wins only when it is well argued. The process of decision-making in western society in front of other people who have the responsibility of making decisions, the best ideas will win out in the end. This is the guiding principle of democracy and it is the guiding principle in organization life.

An executive must have the ability of argue. Whenever you have an idea that someone might disagree with. You cannot assume that others will believe what you say just because you say it. Even the experts, the advice givers and the top executives have the responsibility of arguing their point of view demonstrating its superiority over the alternative. The argumentative presentation therefore must feature the main issues and use a limited number of highly effective proofs to support the idea.

Argumentative writing is a style of writing that is widely used in universities and in the work world. Open up the paper and read the editorial section and you will find examples of argumentative writing. Argumentative writing is widely used by the newspaper or magazine columnists who often present opposing sides of hot issues.

**Q.125**     Write a detailed note on how to design and write for Multimedia A̶ under the following subheadings :

(i)     Introduction
(ii)    A Design Process
    a)   Building a Design Team
    b)   Creating a Design
(iii)   Conclusion                                              **(14)**

**Ans:**     **Multimedia Applications under the following sub-headings.**

### (i) INTRODUCTION

Introduction to Multimedia is an online course designed to provide you with a basic understanding of interactive multimedia. In this we learn how multimedia is used to develop applications made to entertain, educate, and motivate. For understanding the details, one has to download Real Player and Macromedia Flash Player software on one's computer.

Mark Guzdial's Squeak- Object-oriented Design with Multimedia Applications will guide the students through the entire process of object oriented multimedia development from object oriented analysis and design, through user interface design, and application evaluation Product Designer First of all one has to design whether one is ready for this career. The recently formed RTC user experience team seeks and experienced designer to help build our growing design team and up life our design efforts. The Real Time collaborations (RTC) unit is building the next generation of an enterprise Messenger application and the next generation of online meeting applications that will reshape corporation communications, as we know them.

We seek a strong designer with previous leadership and product/interaction and graphic design experience, one with passion around development and implementation. Responsibilities include development prototypes and templates. The designer will coordinate and collaborate with RTC team members and with designers on various related teams such as office, MSN. And windows, on product and feature goals, design objectives and wire frames, user tasks and scenarios, RTC brand goals.

The qualifications for this designer are strong interaction and visual design experience, an analytical and problem solving/design skills, clear communication, process, and organizational skills ability to communicate design and user experience goals to a variety of people and disciplines proven ability to be a customer advocate ability to apply strategic thinking and business goals to design work; and experience designing in a team environment as a lead or individual contributor. ABA or advanced design degree, four to five years of Proven PC skills with general design and multimedia applications required.

### (ii) BUILDING THE TEAM

Think about forming a team of specialists who can expertly choose content, write interpretive test, and design develop, program and launch the resulting online heritage product.

### (iii) ROLES AND RESPONSIBILITIES

The virtual environment is constantly evolving, as should your approach t~ project team. If people with expertise in communications and marketing can be in the early stages, they will help you fine-tune your approach to the conter composition of the core content and the make up of the technical team.

Your communications and marketing advisers should stay involved throughout the project, to help ensure that the developing concept is communicated as effectively as possible to your audience(s). Your could add a critical perspective to the interpretation of online content.

Finally, an editor who is experienced in web communications, but isn ot part of the core development team, would be another source of valuable feedback, involving an out sourced editor from the earliest stages in the project helps to maintain consistency as content is written.

To help fill these roles, personnel from your Institution or freelancers should come on board from the beginning of the project, and stay involved throughout development. As your online heritage project evolves and requires the expertise of additional people, your team needs to be flexible to allow their participation.

Your core team needs to fill three main roles project management, content development and web development. In a small museum, one or two people could assume all three roles. However, for major projects involving large heritage organizations and multiple partners, individual departments or a contracted firm are likely to be more appropriate. After the team is established, consider who will act as producer for the project. Often, the heritage professional acts as the producer and the museum as the lead agency. The heritage professional can handle all of the project management; or a multimedia team manager, freelancer or student can be hired to assist the producer as the project manager. This relationship between the producer and project manager will differ depending on the situation. An out-sourced multimedia company can co-produce, or handle all of the production functions.

### (iv) PROJECT MANAGER

Your role as project manager is critical, since you lead the team, liaise with other levels within your museum (board, staff and volunteers) as well as other levels of government (funding and consultation), keep track of tasks, budget, schedule and promotion efforts, and supervise outside contractors. The project's success depends on your understanding of web development processes and computers, your organizational and people skills, as well as your ability to visualize the web product, build team spirit, organize activities and solve problems.

**Q.126**    Punctuate the following sentences :
(i)   The report was bad and the presentation was worse.
(ii) Five reports are required a proposal a set of instructions an interim report a presentation and an analytical report.
(iii) The programmers John Jones Erin Davidson and Will Watson were well qualified for the job.
(iv) Because the proposal was late the company lost the contract.
(v)   In that case lets submit a proposal.
(vi) Since he published a paper the future of Artificial Intelligence Professor Ward has become bright.

(vii) If we look at the diagram Figure 4 we can see the problem. **(7)**

**Ans:**

1. The report was bad, and the presentation, was worse.

2. Five reports are required a proposal, a set of instructions, an interim report, a presentation, and an analytical reports.

3. The Programmers John, Jones Erin Davidson and will Watson, were well-qualified for the job.

4. Because the proposal was late, the company lost the contract.

5. In that case, let's submit a proposal.

6. Since he published a paper. The future of Artificial intelligence, Professor Ward has become bright.

7. If we look at the diagram, (Fig.4), we can see the problem.

**Q.127** Rewrite the following paragraph after weeding out the redundancies and verbiage :
In order to help stamp out and abolish redundancy, needless duplication, and repetition, I ask your active consideration in determining an alternative choice to closely scrutinize your position and to arrive at a full and complete stop. To be completely accurate, we need to establish a consensus of opinion to determine the exact same conditions and firmly commit, or fully recognize, the immediate vicinity of the range of attitudes. If we join together or mix together our past experiences, past history will make it perfectly clear that light snacks are not the problem. Students should be perceived as qualified experts when it comes to their own personal belongings. It is totally useless to consider that present incumbents are securely fastened to their present attitudes. It would be truly significant, or at least utterly unique, to think otherwise. **(7)**

**Ans:** In order to abolish duplication, I ask your consideration in determining an alternative choice to scrutinize your position and to arrive at a complete stop. To be accurate, we need to establish a consensus to determine the exact conditions and recognize the range of attitudes. If we join our past experiences, history will made it perfectly clear that light snacks are not the problem. Students should be perceived as experts when it comes to their personal belongings. It is useless to consider that present incumbents are fastened to their attitudes. It would be significant to think otherwise.

**Q.128** Write short notes on the following :
(i) Speech Act Theory.
(ii) Vocal and Body dimensions of a presentation. **(14)**

**Ans:** **(i) SPEECH ACT THEORY**

The key to the success of many a political leader, industrialist, businessman, salesman lies in his capability of making an effective speech. In the commercial world, a salesman has to make hundreds of mini speeches a day to persuade his customers to buy certain goods. The greater his speech- making ability, the better salesman he will be. A

touring agent booking orders for his parent firm is also a kind of speaker small, informal speeches as well. Managers, businessmen and industrialists required to make speeches at company meetings, inaugurations, seminar discussions. It needs considerable skill to prepare a speech and make it effectiv before a gathering. But whether it is a salesman selling a pair of nylon socks or a bank manager persuading his listeners to accept a certain proposal, they organize their speeches on identical fundamental principles. Following are some of the characteristics of a good and effective speech.

    a)  It is clear clarity is the first major characteristic of a good speech. Your speech should be eminently successful in conveying to the audience the ideas or emotions, facts or arguments, you want to express. If your audience does not instanteneously grasp your point, you have failed as a speaker.

    b)  A speech is like an informal talk. A good speech is closer to a personal and informal chat between two intimate friends. There should be perfect rapport between the speaker and the audience.

    c)  Speech should be vivid and concrete- Abstractions kill a speech. So make your speech vivid. Include in it concrete facts easy to comprehend and visualise.

    d)  It is brief the concentration of an average audience does not last more than fifteen to twenty minutes. Ideally, your speech should not be longer than this, unless the audience is motivated to know more.

    e)  It is interesting quotations; anecdotes and humorous touches often make a speech interesting. Your speech should be interspersed with such anectdotes, if they reinforce your argument.

    f)  It is audience-oriented: A good speech is always tuned to the wavelength of the audience. Tailor your speech to the intellectual level and general taste of the audience.

## (ii) VOCAL AND BODY DIMENSIONS OF A PRESENTATION

It is absolutely necessary to analyse oneself before going to make a presentation. As has been said so succinctly, the speaker himself is essentially a part of the message. The audiences first see the speaker, and then listen to the spoken words. Hence the importance of a presentable appearance cannot be over emphasized. Since a presentation is a formal occasion, the speaker must be formally dressed, but certainly not overdressed. If the speaker is well prepared for the occasion he will not only look but also fell confident. And confidence is the primary characteristic of effective oral reporting/presentation.

Confidence is clearly reflected in a clear, strong and well-modulated voice. It may require endless hours of preparation. While rehearsing alone, the best way is to look at oneself in a mirror. Rehearsing in front of a full-length mirror is of immense help in improving one's body language. One can always train one self in establishing effective/appealing eye contact, acquiring the correct and confident posture, and learning meaningful gestures. There is also immense scope for improvement in facial expressions and manner of walking. The way one walks before one's audience at once conveys an impression that of confidence or otherwise.

Another aspect of effective presentation is overcoming nervousness. The very consciousness of being asked to speak before an audience, especially a select and well-

informed audience, makes many a speaker nervous. Repeated rehearsa̶
deeply, looking straight at the audience seated all over the place can help ̶
nervousness.

**Q.129.**     Enumerate the advantages and disadvantages of the following presentation delivery methods (any **TWO**) :

(i)    Manuscript Method.
(ii)   Memory Method.
(iii) Impromptu Method.
(iv) Extemporaneous Method.                                      **(14)**

**Ans:**        Advantages and disadvantages of

1.      **Manuscript Method**: Many speakers write out their entire speeches and read them out before the audience. The greatest advantage of this method is that accuracy is best maintained in it. It is only the master orator who would frequently glance up from the script and maintain eye contact with his audience. But not many speakers can do that. Most of, us, in fact, do not read aloud well. Most readers sink into dull monotones, miss punctuation marks and fumble for words. So, this method has more disadvantage than advantages.

2.      **Memory Method:** Many speakers are known to write and memorize entire speeches. They have memory powerful enough to remember even the pauses. But, then, very few have been able to do so effectively. The greatest disadvantage of this method is that the speaker may forget some important point part of the script. Trying to locate it in the script, if it is with the speaker at the moment, spoils the entire effect of the presentation. That is why most skillful speakers memorize only key parts and use notes to help them during the presentation.

3.      **Impromptu Method:** Speaking impromptu is a necessary part of day-to-day communication in an organisation. The demand of modern business, the fast pace at which one has to work, move around, talk and take decisions leave hardly any time for long preparation. In a prepared speech, we have has sufficient time to organize our thinking, gather sufficient, relevant material/data, and come out with a well thought out conclusion. An impromptu talk will not have this advantage. In impromptu method, the speaker has to depend more on his past experience. Therefore in order to catch the attention of the audience such a speaker will have to take the help of other aids, which help him in bringing his point to the audience.

4.      **Extemporaneous method:** This mode of presentation is not based on any prior preparation. The speaker is sometimes caught in such circumstances. Where he has to deliver his presentation in order to save an embarrassing situation not only for himself but for the sake of his organisation. The speaker in such a situation will muster all his resources, his past experience and the demands of the occasion to make his presentation. The success or failure of this method would depend on the overall ability of the speakers

**Q.130.**     The positioning of the hands signals forth a message. Explain the significance of the positions:

(i) Rubbing of hands: (A) quick rubbing (B) slow rubbing.
(ii) Clenching of hands: (A) speaker (B) listener                                    (

**Ans.**

(i) Parts of our body move in a very meaningful manner. These movements are called gestures- i.e. the physical movement of arms, legs, hands, torso and head. They play a very important role in conveying meaning without using words. The positioning of the hands signals forth a message.
**(i)    RUBBING OF HANDS:** hand movements and their portrayal has different connotations. For example:
**(a) QUICK RUBBING:** It denotes excitement or enthusiasm; and
**(b) SLOW RUBBING:** Shows preoccupation or deception.
**(ii) CLENCHING OF HANDS:**
(a) By a speaker, clenching of hands indicates that he does not believe in what he is saying; and
(b) By a listener; it shows frustration and irritation.

**Q.131.**    Explain how the voice modulation of the interactant manages to communicate the message.                                                        (4)

**Ans.**

 **VOICE MODULATION:**
The first signal we receive or use is our voice. Everybody knows how important voice is. It tells us so much about the speaker's sex, background, education, training and temperament. The human voice normally does a satisfactory job. In other words it conveys the meaning or message. The voice of the interactant manages to communicate a lot of meanings. If the voice is monotonous it indicates that the individual lacks vigor, enthusiasm and zeal. The message is transmitted both, by the tone and the usage of words. For effectively conveying our message, following points may be taken into account:
   a.   Pitch variation: while speaking, it is necessary to catch the listener's attention and to keep him interested in us. We should not let our conversation become monotonous.
   b.    Speaking speed: we speak at different speed on different occasions. The difficult, complicated, highly technical part of information should be conveyed at a slower pace.
   c.   Pause: the pace or speed of speaking is also accompanied by pause. We should not go on speaking without pausing voluntarily or involuntarily. But the pauses have to be at the right movements. Incorrect use of pauses can create problem.
   d.   Volume variations: volume is the loudness or softness, which is modified according to the number of persons addressed and the distance between the speaker and listener; speaking too loudly for the situation may betray lack of self command. Pitch is the high or low note of the scale; a high note is usually louder and heard at a longer distance than a low note; a high-pitched voice is often unpleasant, and suggests immaturity or emotional disturbance.

**Q.132.**    Explain how body language is an important factor in oral communication.        (4)

**Ans.**

### BODY LANGUAGE- AN IMPORTANT FACTOR IN COMMUNICATION

Body language is an important factor in oral communication. In face-to-face situation an important message is communicated by a number of factors, like clothing appearance, voice, posture, facial expressions, gestures and other body movements. Much of body language is involuntary or unconscious but it makes a powerful impact. Body language can make a presentation.

Understanding body language has immense practical use. It has been observed that most of the non verbal communication at work place centers on a single theme; power and power gives one status consciousness. On careful observation, in a meeting, we can look around and see who has the highest status. In every species and society, those who are in control try to appear large, strong and fearless. Those who feel left out, or find themselves powerless, gives out different kinds of body signals. Thus we find that body language is the most easily visible aspect of communication. It helps the receiver of the message in decoding the message.

**Q.133.** Mobile phones have proved to be a mixed blessing. Do you agree? Give a reasoned answer. (16)

**Ans.**

### MOBILE PHONES - A MIXED BLESSING:

Following points should be briefly discussed in the answer:
- Use of mobile phones has brought a revolution in communication
- Have facilitated communication
- Have made it possible to have a quick feedback
- Are easy to handle and cord-less expensive and less cumbersome
- Message can be sent and received instantly
- But have drawbacks as well
- Adverse effect on human body
- Can be used for terrorist activities
- Are used for sending lewd SMS's
- Can cause nuisance at work places

**Q.134.** It is difficult to imagine the present business world without computers.
Discuss.          (16)

**Ans.**

### DIFFICULT TO THINK OF BUSINESS WITHOUT COMPUTERS:

Following points be taken into account while answering the question
- Computers in business have come to stay.
- Useful in all professions- be it traffic management, for detection of a disease, space crafts, keep a track of criminals.
- In India, business is being computerized- it helps in providing information for the smooth running of business - bulging file records can be stored more scientifically in floppy discs- fully processed and analyzed information can be recalled at the push of a button. Helps in quick and precise decision making.

   All kinds of additions, multiplications, deduction can be done by computers in no time. Accounting of the pay rolls, maintaining record of stocks, sales, transfer and management of goods can also be computerized.

The growth of internet and e-mail has made the tasks of dissemination of~~~~ and communication in business very easy.

The computer technology is developing very fast- polyglot computers have a~~~~ been developed. More sophistication in computer application are in the offing -~~~~ unpleasant jobs can easily be done with the help of computers.

**Q.135.**        Read the following passage carefully and answer the questions that follow in your own words:

The more things change for rural India, the more they seem to remain the same. Successive generations of Indians have dreamt that their lives would be transformed by the Green Revolution

food sufficiency, high yield technologies, liberalization and so on. But miracles have eluded us so far.

Even transparent and rule-bound global trading hasn't helped.

From the eighties. Integrated Rural Development Programme (IRDP) to the latest National Rural Employment Programme (NREP), our rural development plans have tackled extreme poverty but failed to boost earning capacities. Successive Human Development Reports have recommended that the rural poor need to be equipped with resources and skills for livelihood options outside the cycle of subsistence agriculture, which needs investment in rural infrastructure. The World Development Reports definition of infrastructure includes public utilities like power, telecom, water, sanitation and public works like roads, railways, waterways and airports.

There is sufficient consensus among economists that high GDP growth rate does not necessarily promote human development by widening opportunities and choices for marginalized sections. Even political and social freedoms lose their meaning if the citizens have no access to markets for their needs or for the goods and services. A NABARD official has quoted on the basis of surveys in a recent paper to demonstrate that rural purchasing power and agricultural productivity are directly linked to transport, irrigation and research infrastructure.

(i)        What has been the cherished dream of the successive generations of India and how far has it been realized?

(ii)       What has been lacking in our development plans to boost earning capacities of the rural poor?

(iii)      Which factors constitute the public utilities?

(iv)      In what way would the GDP growth not necessarily lead to development/widening opportunities and choices for the poor?

(v)       What truth has been revealed by the recent rural based surveys?       (5 x 2 = 10)

**Ans.**

(i)  They have dreamt that lives would be transformed by the benefits of the Green Revelation. But uptil now their desires have remained unfulfilled.

(ii) All our rural development plans have partially tackled poverty but have failed to boost earning capacities of the rural poor.

(iii) Public utilities include power, telecom, water, sanitation and public works like roads, irrigation and drainage and transport like roads, railways, water ways and airports.

(iv) If the citizens have no access to markets for their daily needs, development has no meaning for the marginalized sections of society.

(v) Several rural based surveys conducted recently have revealed that the purchasing power and agricultural productivity are directly linked to transport, irrigation and research infrastructure.
- Avoid clichés
- Avoid excessive use of jargons
- Avoid foreign words and phrases
- Avoid redundancy and circumlocution
- Avoid discriminatory writing.
    (NOTE: a brief explanation of the above should also be given).

**Q.136.**     Distinguish between the meanings of the following pairs of words by framing sentences of your own.
(i) Ceiling, sealing
(ii) Alteration, altercation
(iii) Childish, childlike                                     (6)

**Ans.**     Any meaningful and correctly written sentences should be accepted and given due credit.

**Q.137.**     Most technical writing is concerned with description and explanation. Discuss. (8)

**Ans.**

**TECHNICAL WRITING IS CONCERNED WITH DESCRIPTION AND EXPLANATION:**
Messages that are non-technical or informal in nature are categorized as general purpose communication, whereas messages pertaining to technical, industrial or business matters belong to the category of technical or business communication. Technical communication has the following characteristics:
- It contains a technical message
- It is mostly formal
- It follows a set pattern
- It can be both oral and written
- It is always for a specific audience
- It frequently involves jargons, graphics, etc.

Technical writing is mostly used for explanation and description. Nature and life are full of secrets and the scientist insists on finding out explanations where the common man suspects no mystery. Therefore, clarity is necessary characteristic of technical writing. This is most obvious in the writing of an explanation, whose soul is clarity. The aim should be to lay bare the secret of nature and throw as much light on the phenomenon as is needed for a full grasp by the reader. The author need not be sparing of diagrams, illustrations and examples.

Description may be either of an object, natural or man-made, such as a liv̶ clinical thermometer;or of a process, such as oil-refining or making of scientific description diagrams and illustrations are used whenever helpful.

**Q.138.**    During the last three centuries, there has been an unprecedented expansion of technical vocabulary. What care should be taken in the use of words in the technical writing? (8)

**Ans.**

It is true that during the last three centuries, there has been an unprecedented expansion of technical vocabulary. This is because science and technology have made a rapid progress over this period. The stock of technical words has been increasing by adding terms to it as and when necessity arose, by adopting several methods. It often helps comprehension and composition of technical texts to know something of the ways in which technical vocabulary is minted.

Three classical languages Greek, Latin and Sanskrit have provided raw material for a major portion of the vocabulary of science and technology. Research in recent years has made strange bed-fellows of physics and linguistics, of mathematics and grammar, of chemistry and history, of computer engineering and psychology.

As the language has grown and developed, words have undergone transformation in their spelling and meaning. Following guidelines will help you to achieve clarity and economy in your writing:

• Prefer short and familiar words to long and unfamiliar words
• Prefer concrete and specific words to abstract and general words
• Use acronyms carefully

**Q.139.**    How to make professional presentation? Briefly discuss seven steps of a successful presentation. (8)

**Ans.**

**PROFESSIONAL PRESENTATION:**
Whether you work in a business organization or an educational institution, or you are a student, it is essential that you possess good public speaking skills. Throughout your career, you are bound to encounter innumerable situations which demand effective presentation. There are many occasions for a presentation such as

• Launching a new product or service
• Starting a training course/session
• Making a marketing/sales proposal
• Presenting a new business plan
• Making a contribution to a conference/seminar
• Diversification of a business.

These situations call for effective, memorable presentation. Constant practice is the key to acquiring the skill of successful presentation.

Following are the steps to successful presentation:
i.    The basic objective of the presentation
ii.   The method of presentation
iii.  Mode of presentation
iv.   Preparation of script
v.    Preparation of (a) visual aids,(b) handouts (c) feedback forms

vi.  Rehearse (to bring about flawless presentation)
vii. Actual presentation
(NOTE: a brief explanation of the above should also be given).

**Q.140.**    What are the requisites of running effective meetings? What are the usual purposes of holding various meetings?                                    (8)

**Ans.**

**REQUISITES OF RUNNING EFFECTIVE MEETINGS:**
In all businesses, an important amount of work is carried on in meetings through small group discussions. Successful meetings depend on the following factors:
•  Leadership ability
•  Problem-solving skills
•  Listening skills
(NOTE: a brief explanation of the above should also be given).
Following are some of the common purposes of holding various kinds of meetings:
•  To arrive at consensus
•  To solve a problem
•  To understand the situation
•  To inform and explain
•  To get feedback
•  To collect ideas
•  To learn and train.

(NOTE: a brief explanation of the above should also be given).

**Q.141.**    Draft a Memo to an employee who is in the habit of coming late and doing his work carelessly. (8)

**Ans.**

**A WARNING MEMO**
Dear Mr. Niranjan,
It has been brought to my notice that your attendance at office has been irregular. You have reported late by more than half an  hour, six times during this month, in spite of warning by your supervisor.
There have been several mistakes in your work, indicating inattention and lack of application. These mistakes were pointed out to you by your supervisor on many occasions, yet you have not shown any concern to perform better.
You are expected to be regular and punctual in attendance and to be careful and attentive in your work. If you do not improve your conduct, disciplinary action in the form of withholding increment, may be taken.

Yours sincerely,
(      ) Manager

**Q.142.**    Draft an application for the job of a professional, giving curriculum vitae for the post. (8)

**Ans.**

**APPLICATION FOR THE JOB OF A PROFFESSIONAL**
240, Arvind Bhawan,

Janak Puri,
New Delhi-110058
To The Manager,
Cosco Private Limited,
5, Circular Road, Chennai (India)
Subject: - Application for the post of
Software Engineer. Dear Sir,

In response to your advertisement for a software engineer in The National Herald (14th August, 2007)

I have been on the lookout for just such an opportunity as this, and 1 think my background and your requirement may "be a good match. 1 have been keenly interested in working as a Software Engineer in an organization like yours. I enclose my resume as a first step in exploring the possibilities of employment with your company.

I have worked as a project trainee in Satyam Computer Services Limited for the past 8 months. I was involved in developing a graphical user interface for Metadata Management System. So I have hand-on experience in Java Swing, Java Security, JDBC and Oracle. As a Software Engineer in your organization, I assure you that I will work hard for the improvement of your company. I have sufficient experience of working in a peer group and am confident that I shall be an asset for your organization. I shall appreciate if you kindly keep these details confidential. Looking forward for an opportunity of being interviewed shortly for the said assignment.

Yours faithfully,

 (Abhishekh Khanna)

Abhishekh Khanna

Encl:Resume

 E-mail:abhishekh_k@yahoo.co.in

## RESUME
**OBJECTIVE**

 To associate myself with an organization that provides a challenging job and an opportunity to prove  innovative skills and diligent work, to be involved in providing software solutions to enhance network security.

**PROFESSIONAL EXPERIENCE**

Project Trainee (December 2006 to July, 2007)

Satyam Computer Services Limited,

Project: Metadata Management System

Description: Metadata Manager is a tool to create and maintain data marts. It creates a centralized metadata repository to store all details about data marts.

Databases, Technologies and languages used; Java Swing, Java Security JDBC Java XML,PL/SQL and Oracle.

**RESPONSIBILITIES**

• Designed a database in Oracle to hold Metadata.

• Designed an appropriate graphical user interface for the system

• Led in the design and development of security system for this application

**COURSES DONE**
• Network Security
• Computer Networks
• Network Programming
• Telecommunication Switching Systems and Networks

**EDUCATIONAL BACKGROUND**

| Examination | Name of the institution | Year | Division |
|---|---|---|---|
| M.E. Software Systems | Birla Institute of Technology and science, Pilani,Rajasthan | 2006 | 1$^{st}$ |
| B.E. (Electronics and Instrumentation) | Delhi Institute of Technology, Delhi | 2004 | 1$^{st}$ |
| Higher Secondary Examination | Bhartiya Vidya Bhawan, New Delhi | 2001 | 1$^{st}$ |

**SOFTWARE SKILLS**

• Programming Languages: C, C++,JAVA  Perl. and Assembly/Machine language

• Technologies: HTML Java Security, JDBC, Swing, XKL, SQL, PL/SQL and GNU

Make

• Operating System: Linux, UNIX, Windows, DOS

• Security Experience: Have helped to uncover multiple serious security holes in the

LAN network.

**PERSONAL DETAILS**
Date of Birth: 27$^{th}$ April, 1985
Marital Status: Single
Languages Known: English, Hindi and Punjabi.
Permanent Address: As indicated above

References:
1.      Mr. Gulshan Dhamija,
System Analyst, HCL Technologies, NOIDA (Mob.No. ————)

2.      Mr. K.L. Mahajan,
Sr. Software Engineer,
High Tech Computer Services,
22, Gandhi Towers,
Janpath, New Delhi-110001

**Q.143.**      What is an analysis report? Explain in detail the importance of technical reports.
               (16)

**Ans.**

### ANALYSIS REPORT- IMPORTANCE OF TECHNICAL REPORTS

A 'report' is a basic management tool used in decision-making. Hence it is ext... important. Large-scale organizations are engaged in multifarious activities which... being handled by different departments. These top executives cannot keep a person... watch over all these activities. So they have to base their decisions on reports they get from the heads of various departments. For large organizations, therefore, reports are just indispensable.

Analysis Reports are called by different names from company to company-formal report, project report, final report or job-end report. An Analysis Report analyzes a completed project to assess its success or failure. These reports are an important aspect of documentation within the high-tech companies. Placed on files, they can be referred to by people working on the design of later products or by people writing user documentation.

An Analytical Report is also known as interpretative of investigative report. If the report merely presents the facts pertinent to an issue or situation, it is informative. On the other hand if it analyses the facts, draws conclusion, and makes recommendation, it is described as analytical report.

The analytical report comprises stages in which there is a proper identification of problem, analysis and subsequent interpretation. Recommendation or suggestions are then incorporated in the report, depending upon what is required by the report writer. In Problem-Solving method, the steps observed are as follow:

- Drafting problem statement
- Evolving criteria
- Suggesting alternatives and evaluation
- Drawing conclusions and making recommendation

### IMPORTANCE OF TECHNICAL REPORTS

Technical material usually represents a particular field of knowledge. The Oxford Dictionary states that the word technical means a specialization in a subject, art or craft. For example, most of us know how to operate computer but we do not really know as lay people, what goes into the making of these computers. Only a competent computer engineer knows how to assemble a computer and what goes into each part of the machine. Only technicians or technically expert people are called upon to deal with matters of technical nature. Any report to be prepared and submitted on technical matters is therefore, termed as technical report. An expert in the field of cookery or jewelers has technical expertise in that particular field. He has acquired specialized knowledge in that particular field.

**Q.144.**    A customer has complained about the faulty working of the Kitchen Gas Burner that your company has supplied. He insists on the replacement of the gas burner since it is within the warranty. Draft a suitable reply to the complaint of the customer. (16)

**Ans.**

### Reply to a letter of complaint by a customer.

DOMESTIC APPLIANCES LTD
Sector-59, Gautam Budh Nagar (U.P)
17th AUGUST, 2007

Mr. B.S. Kurmi,
Bhagalpur(Bihar)

Dear Sir,

Thanks for your letter on 10th August bringing to our notice difficulty with the KITCHEN GAS. We know how you must have felt when your KITCHEN GAS BURNER, purchased recently, did not work satisfactorily. Let me say at the outset that performance of every Kitchen Gas Burner manufactured by us is duly tested and is guaranteed by us. We are bound to look into the genuine complaint of the buyers not only within the warranty period, but also afterwards.

Immediately on the receipt of your letter, we sent a copy of it to our agents, Housetic Gas Distributors who had installed the burner for you. The agent will call on you within a couple of days, we have instructed them to look into every detail of the installation and replace defective parts, if any, at our cost. They will be glad to help you solve your problem in the handling of burner.

After they have made proper adjustments, we are sure you will find your kitchen gas working to your full satisfaction.

Since we are eager to see you among the many happy users of the kitchen gas, we request you to write to us after the visit of our agents. If you are still unsatisfied, we shall arrange for the replacement of the burner.

Yours faithfully, Manager (Marketing)