



- (a) In general
- (b) Originally
- (c) Over Time
- (d) Public

- 1-e. How much time do we spend listening? (CO3) 1
- (a) 0.1
  - (b) 0.2
  - (c) 0.75
  - (d) 1
- 1-f. Which of these is the third step in the listening process? (CO3) 1
- (a) Stop Talking
  - (b) Receiving
  - (c) Interpreting
  - (d) Responding
- 1-g. In a presentation the most important role is played by (CO4) 1
- (a) speaker
  - (b) audience
  - (c) AV aids
  - (d) all of these
- 1-h. Confidence comes from- (CO4) 1
- (a) Knowing what you are good at
  - (b) Boasting about your skills
  - (c) Knowing the value you provide
  - (d) Both a and c
- 1-i. Stage fear is natural in public speaking. (CO5) 1
- (a) TRUE
  - (b) FALSE
- 1-j. Which of these should be avoided for an effective speech? (CO5) 1
- (a) determination of the purpose
  - (b) selection of message
  - (c) lack of interest

(d) selection of theme

2. Attempt all parts:-

- |      |   |   |
|------|---|---|
| 2.a. | Why is color-coding used in graphs? (CO1)                                   | 2 |
| 2.b. | Camera+recorder = ? (Blending) (CO2)  | 2 |
| 2.c. | What comes first - Listening or Speaking? (CO3)                             | 2 |
| 2.d. | Write at least two words using the phonetic sound symbol - /f/ (CO4)        | 2 |
| 2.e. | What are the essential features of Voice Dynamics? Explain in detail. (CO5) | 2 |

SECTION B

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3. Answer any five of the following:-

- |      |  |   |
|------|--|---|
| 3-a. | Write in detail the importance of chart, diagram and graph. (CO1)  | 6 |
| 3-b. | Read the advertisement below about an exhibition and choose the correct word to fill each gap, from A, B or C below: Trade Fair of the Year, 14–18 September Does your firm help start-up businesses? 21st Century Business is a key event aimed (1) ..... people intending to set up a business. The trade fair will provide visitors (2) ..... valuable information on products and services essential (3) ..... running a small business. There will be advice on obtaining finance and using Information Technology, as (4) ..... as on health and safety. Last year, 21st Century Business attracted as (5) ..... as 7,000 visitors a day. 25% (6) ..... the exhibitors gained 50 or more new customers, (7) ..... 70% increased their customer base (8) ..... over 20. To take part (9) ..... this year’s event, whether (10) ..... all five days or just some, call us now. And (11) ..... you book a stand (12) ..... 30 June, you’ll qualify (13) ..... a 25% discount. Remember, potential customers won’t know you exist (14) ..... you have a stand at the trade fair! (CO1) | 6 |
| 3-c. | “Good sentences make our writing effective” Explain the above statement in terms of clarity in writing. (CO2)  | 6 |
| 3-d. | Write a memo to the accounts dept. asking them to attend training to learn about the new software the company has adopted. (CO2)   | 6 |
| 3.e. | What are the barriers to active listening? (CO3)   | 6 |
| 3.f. | How does speaking skill help in overall development of communication skill? (CO4)  | 6 |
| 3.g. | Discipline is a very important ingredient of an effective presentation. Elaborate. (CO5)   | 6 |

SECTION C

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4. Answer any one of the following:-

- |      |  |    |
|------|--|----|
| 4-a. | What are the different levels of reading comprehension? Elaborate your answer with | 10 |
|------|--|----|

- examples. (CO1)
- 4-b. Charts and tables make the sharing of information more effective. Comment. (CO1) 10
5. Answer any one of the following:-
- 5-a. You work for the finance company. A customer has telephoned to say that you have charged her too much for an order. 10  
Write an email to your assistant:  
• Giving the customer's name  
• Explaining why the customers think that the amount is wrong  
• Asking her to check the invoice and get back to you  
Write 35 – 45 words on your answer sheet. (CO2)
- 5-b. Draft a letter of sales for selling 200 computer systems to an institute in Delhi. Invent necessary details. (CO2) 10
6. Answer any one of the following:-
- 6-a. What are the disadvantages of passive listening? (CO3) 10
- 6-b. What are the three major listening skills? (CO3) 10
7. Answer any one of the following:-
- 7-a. How does locale analysis play a role in making a presentation effective? (CO4) 10
- 7-b. What is stress and intonation? Explain through examples from the English language. (CO4) 10
8. Answer any one of the following:-
- 8-a. Which mode of speech delivery is the most effective? Why? (CO5) 10
- 8-b. How do you limit distractions when you are at your workplace? (CO5) 10