

- (d) complicated writing
- 1-d. Any recipients on the bcc line of an email are not visible to others on the email. (CO2) 1
- (a) it is invisible to others
 - (b) it is visible to all
 - (c) it cannot be sent
 - (d) it is visible to few
- 1-e. Which of the following is not a part of a report?(CO3) 1
- (a) summary
 - (b) introduction
 - (c) intermission
 - (d) title
- 1-f. Words peculiar to a specific field are called (CO3) 1
- (a) Abstract words
 - (b) Key words
 - (c) Jargons
 - (d) None of these
- 1 Message is the stimulus that triggers the response of a (CO4) 1
- (a) receiver
 - (b) speaker
 - (c) sender
 - (d) performer
- 1 A seminar is discussed in a _____. (CO4) 1
- (a) small group
 - (b) large group
 - (c) all groups
 - (d) any group
- 1-i. A person who edits a copy of a story is called a/an (CO5) 1
- (a) Developmental editor
 - (b) Content developer
 - (c) Content editor
 - (d) Editor

- 1-j. Good editing can transform a mediocre piece of content into something great. (CO5) 1
- (a) it is possible
 - (b) absolutely not possible
 - (c) somewhat possible
 - (d) chances are negligible

2. Attempt all parts:-

- 2.a. Teacher asks learner to read aloud in the English class. How do you think this reading method will help the reader. (CO1) 2
- 2.b. What is the basic difference between connotative meaning and denotative meaning? (CO2) 2
- 2.c. What is the role of Preface in a report? (CO3) 2
- 2.d. Discuss the challenges faced by the speakers in a presentation. (CO4) 2
- 2.e. What is an Acronym? Give two examples. (CO5) 2

SECTION B 30

3. Answer any five of the following:-

- 3-a. Critical Thinking is an Extension of Critical Reading. Explain (CO1) 6
- 3-b. Explain the process of critical reading. (CO1) 6
- 3-c. Draft a notice informing the students about the Sports Day to be held in your college. Invent details. (CO2) 6
- 3-d. What is a cover letter? What are its essential features? (CO2) 6
- 3.e. What are the steps to write a conference paper? Explain.(CO3) 6
- 3.f. How can effective communication be described? (CO4) 6
- 3.g. Differentiate between Copy editing and Proofreading. (CO5) 6

SECTION C 50

4. Answer any one of the following:-

- 4-a. Communication in an organization is multidimensional. Explain. (CO1) 10
- 4-b. What importance does clarity, conciseness, and correctness have in a communication. (CO1) 10

5. Answer any one of the following:-

- 5-a. As a regular bus commuter from NOIDA to Delhi, you have been witnessing rash driving by the bus drivers daily without exception. Write a letter to the General Manager, Delhi transport Corporation, about this problem. You are Priti /Pranav Gupta from 16, Ashok Vihar, Phase 2, NOIDA (CO2) 10

- 5-b. A new advertising firm needs an office in the central market. Write a letter offering part of your office on rent. You are the Office Manager, Planwel Company, Tarapore Towers, M.G. Road, Bangalore. (CO2) 10
6. Answer any one of the following:-
- 6-a. Submit a technical proposal to the director of your organization for the establishment of a manufacturing unit in your home town. Note that it will be a funded project. Invent necessary details.(CO3) 10
- 6-b. Read the following statements and say whether you agree or disagree with each of them. Then write your justification/ explanation for your point of view. 1. There is no defined order of writing different elements of a research paper. 2. Acknowledgements should be placed at the beginning of a research paper. (CO3) 10
7. Answer any one of the following:-
- 7-a. Discuss the role of audio-visual aids in an effective presentation. (CO4) 10
- 7-b. What can happen when you take a call while driving a car? (CO4) 10
8. Answer any one of the following:-
- 8-a. What is expository writing style? Discuss the objectives of expository writing style? (CO5) 10
- 8-b. Explain the useful strategies and process of writing with reference to effective communication. (CO5) 10