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Subject Code:- AMIBA0104

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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA**

**(An Autonomous Institute Affiliated to AKTU, Lucknow)**

**MBA (Integrated)**

**SEM: I - THEORY EXAMINATION (2022 - 2023)**

**Subject: Proficiency in English Communication**

**Time: 2.5 Hours**

**Max. Marks: 60**

**General Instructions:**

**IMP:** Verify that you have received the question paper with the correct course, code, branch etc.

**1.** This Question paper comprises of **three Sections -A, B, & C.** It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

**2.** Maximum marks for each question are indicated on right -hand side of each question.

**3.** Illustrate your answers with neat sketches wherever necessary.

**4.** Assume suitable data if necessary.

**5.** Preferably, write the answers in sequential order.

**6.** No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

**SECTION A**

**15**

**1. Attempt all parts:-**

- 1-a. What is an average reading speed? (CO1) 1
- (a) 100-200 wpm
- (b) 250-400 wpm
- (c) 500-600 wpm
- (d) 300-350 wpm
- 1-b. Which is the lengthened form of the following 'clipped' word- 'biz': - (CO2) 1
- (a) busy
- (b) bizarre
- (c) besides
- (d) business
- 1-c. Which of these is not a step in the listening process? (CO3) 1
- (a) To stop talking
- (b) Receiving
- (c) Misinterpreting

(d) Responding

- 1-d. The syllables that are not \_\_\_\_\_ are called weak. (CO4) 1
- (a) strong
  - (b) unstressed
  - (c) highlighted
  - (d) stressed
- 1-e. What is the first step in preparing for a public speaking event? (CO5) 1
- (a) Researching the audience
  - (b) Deciding on the topic
  - (c) Writing the speech
  - (d) Practicing the speech

**2. Attempt all parts:-**

- 2.a. Give differences between Paraphrasing and Summarizing. (CO1) 2
- 2.b. Fill in the blanks with appropriate articles (or write no article) as per the requirement of the sentence/paragraph: - (CO2) 2
- My relatives live in a palatial house in \_\_\_\_\_ metropolitan city. There is \_\_\_\_\_ lovely park behind \_\_\_\_\_ house.
- 2.c. What are the verbal signs of Active listening? (CO3) 2
- 2.d. Explain the significance of Effective Speaking Skills. (CO4) 2
- 2.e. Mention any 4 etiquette students should follow during online classes. (CO5) 2

**SECTION B**

**15**

**3. Answer any three of the following:-**

- 3-a. How can critical reading be applied in a specific academic field or profession? (CO1) 5
- 3-b. Crossing the railway lines carelessly not only endangers people's lives but also causes delay of trains and loss to the railways. So, Northern Railways has decided to send an email to various schools in order to educate people about safety on railway tracks. Write an e-mail based on the following information. (CO2) 5
- 3.c. What are the common barriers to effective listening, such as personal biases and distractions, and how can they be overcome? (CO3) 5
- 3.d. Briefly delineate the growing importance of using the 'neutral accent' in today's contemporary English Speaking world. (CO4) 5
- 3.e. Analyse briefly the importance of knowing the audience and locale in 5

formulating presentation strategies. (CO5)

## SECTION C

30

### 4. Answer any one of the following:-

- 4-a. Passage : "The utilization of renewable energy sources has been on the rise in recent years, as more and more countries are recognizing the importance of reducing their dependence on fossil fuels. Solar power, wind power, and hydropower are just a few examples of the types of renewable energy being implemented around the world." 1. Paraphrase the above passage. 2. Summarize the given passage. (CO1) 6
- 4-b. Discuss the various forms and styles of note making. (CO1) 6

### 5. Answer any one of the following:-

- 5-a. Punctuate the following sentences:- (CO2) 6
- a. He is not really nice looking and yet he has enormous charm
  - b. When I was a child I could watch TV whenever I wanted to
  - c. It is a fine idea let us hope that it is going to work
  - d. Mrs Solomon who was sitting behind the desk gave me a big smile
  - e. We were believe it or not in love with each other
  - f. I don't like this one bit said Julia
- 5-b. You are a sales-person at Kia Motors. Write a detailed sales letter for a newly launched Electrive Vehicle by Kia Motors. Mention further details about new offers introduced with this particular vehicle. (CO2) 6

### 6. Answer any one of the following:-

- 6-a. Discuss advantages of active listening in detail. (CO3) 6
- 6-b. Differentiate between listening and hearing and what are the challenges to be faced in listening? (CO3) 6

### 7. Answer any one of the following:-

- 7-a. Enumerate various points to explain the components of intonation and rhythm that affect the way a message is conveyed to an audience? (CO4) 6
- 7-b. Highlight the differences between a Stress timed and a Syllable Timed Language with appropriate examples. Also distinguish between a rising and a falling tone with suitable examples for both. (CO4) 6

### 8. Answer any one of the following:-

- 8-a. Discuss in detail the four zones of physical space available for communication. (CO5) 6

- 8-b. What kind of facial expressions or body language can help a speaker be more effective in public speaking? (CO5) 6