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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA (Integrated)

SEM: I - CARRY OVER THEORY EXAMINATION - JUNE 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. To paraphrase means (CO1) 1
- (a) To restate someone else's ideas in your own language at roughly the same level of detail.
 - (b) To shorten the paragraph by leaving necessary details
 - (c) To make notes in linear form
 - (d) Assimilation of the content given
- 1-b. What does the following sentence mean: "He was a man of few words"? (CO2) 1
- (a) He was a very talkative person.
 - (b) He was a very intelligent person.
 - (c) He was a very quiet person.
 - (d) He was not very outgoing.
- 1-c. What will be the third stage of listening? (CO3) 1
- (a) Responding
 - (b) Evaluating

- (c) Understanding
- (d) Remembering
- 1-d. What is a phoneme? (CO4) 1
- (a) A unit of sound in a word
- (b) A unit of stress in a word
- (c) The smallest unit of sound that can change the meaning of a word
- (d) A unit of grammar in a word
- 1-e. Which of the following is an example of kinesics? (CO5) 1
- (a) Eye contact
- (b) Vocal Quality
- (c) Vocal Texture
- (d) Space

2. Attempt all parts:-

- 2.a. Write any four points on importance of professional communication? (CO1) 2
- 2.b. The Three Musketeers _____ written by Dumas. (CO2) 2
- 2.c. Define Listening. (CO3) 2
- 2.d. How can intonation be used to express emotion? (CO4) 2
- 2.e. Define rising and falling tones. (CO5) 2

SECTION B

15

3. Answer any three of the following:-

- 3-a. How can one develop critical reading skills? (CO1) 5
- 3-b. You have been reading incidents of foreign tourists being duped and cheated of their money and valuables and incidents of inhospitable behaviour and eve teasing. As a concerned citizen, write an e-mail to the editor of a national daily expressing your views on the issue and also giving suggestions on how to make your city a safer tourist destination. (CO2) 5
- 3.c. How can the listening skills of an individual be evaluated and improved? (CO3) 5
- 3.d. How is 'confidence' an important attribute for a being an effective employee in your workplace? Explain in brief. (CO4) 5
- 3.e. Discuss the significance of effective presentation skills. (CO5) 5

SECTION C

30

4. Answer any one of the following:-

- 4-a. Explain the concepts of skimming, scanning, churning and assimilation and 6

their applications in the reading process. (CO1)

4-b. Describe the process of critical reading in detail. (CO1) 6

5. Answer any one of the following:-

5-a. You are Indu, a student of Class XII living at 131, Hans Apartments, Agra. You are interested in pursuing a course in journalism. Write a letter in response to an advertisement issued by the Asian Institute of journalism, Delhi in a national daily, seeking information about suitable courses, eligibility, fee structure and placement opportunities. (CO2) 6

5-b. Identify the subject of the sentence by underlining it once. Then underline the correct verb for that subject. (CO2) 6

1. Either the test or the papers (has, have) been misplaced.

2. Every man, woman, and child (wants, want) Robert De Niro's autograph.

3. The employees who (offers, offer) the best suggestions will receive a month's paid trip to Maldives.

4. Those individual pumpkin pizzas, my dad's specialty and a Saturday night favorite at our house, (is, are) not to be found at any fast-food restaurant.

5. Before the final number of the evening, some of the orchestra's retired members (was, were) asked to come to the stage and join in the orchestra's signature piece.

6. Please pass this memo on to the first person who (receives, receive) a prank phone call.

6. Answer any one of the following:-

6-a. Define briefly the following types of listening: (CO3) 6
Active Listening, Passive Listening and Selective Listening.

6-b. What strategies can individuals use to become more engaged and focused listeners? (CO3) 6

7. Answer any one of the following:-

7-a. How can a speaker prepare for a presentation to ensure they are as effective as possible? Explain in Detail. (CO4) 6

7-b. How can people distinguish between monophthongs and diphthongs? Explain in detail with suitable examples. (CO4) 6

8. Answer any one of the following:-

8-a. Elaborate on the components of effective speaking. (CO5) 6

8-b. What are the most important elements of effective communication? Explain in brief. (CO5) 6