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4 (Sem 3) CAFE-II

2015

**COMMUNICATIVE AND
FUNCTIONAL ENGLISH**

Paper : II

Full Marks – 80

Time – Three hours

The figures in the margin indicate full marks
for the questions.

1. State whether true or false : $1 \times 10 = 10$
- (a) A communication situation exists with the Sender and the Receiver of any message alone.
 - (b) Non-Verbal Communication is unstructured and spontaneous.
 - (c) An 'Appeal' can never be an objective of business communication.

[Turn over

- (d) One should know one's audience while planning a message.
- (e) Positive language use helps in the development of a positive attitude.
- (f) In a Group Discussion, one need not 'conclude' periodically.
- (g) Style is not always the way of presenting ideas.
- (h) To improve the effectiveness of sentences key thoughts must be emphasized.
- (i) Business letters work as silent ambassadors of business houses and help to promote goodwill.
- (j) Quorum means the maximum number of members present in order to constitute a valid meeting.

2. Write short notes on any *five* of the following :

2×5=10

- (a) Minutes of Resolution
- (b) Voice mail

- (c) Exit Interview
- (d) Emphatic Listening
- (e) Proxemics
- (f) Collection Letter
- (g) Mock Interviews
- (h) Vertical Communication
- (i) Cognitive Skills
- (j) Cultural Barriers.

Or

Answer any *two* of the following : 5×2=10

- (a) You are driving down a very narrow lane. A car comes along from the opposite direction. You anticipate trouble. Surprisingly, the driver slows down and moves to the side, signalling you to pass. As you cross him, you stop on an impulse and speak to him.

Write out the conversation that may take place in the situation.

- (b) You are newly appointed in a 'Tent House Construction Company' of some repute. But you soon discover that your employer is rigid to a fault in the execution of his business. This, you feel, is a dangerous failing. You decide to speak to him.

Write out the conversation between the two of you in the situation described.

- (c) You have booked the 'My Taxi Service'. You have to guide the Taxi driver to your residence.

Write out the conversation that ensues between the taxi-driver and you.

3. Answer the following questions :

- (a) Explain any *five* of the following commercial terms : $1 \times 5 = 5$

- (i) arbitrage
- (ii) bailment
- (iii) bill of exchange
- (iv) blue chip
- (v) collateral security

- (vi) cartel
- (vii) caveat emptor
- (viii) earnest money
- (ix) franchise.

- (b) Give the meanings of the following foreign words and phrases commonly used in business (any *five*) : $1 \times 5 = 5$

- (i) ad valorem
- (ii) impasse
- (iii) sine die
- (iv) laissez faire
- (v) ex officio
- (vi) fait accompli
- (vii) pro rata
- (viii) verbatim
- (ix) ad hoc

(x) au fait

(xi) beau monde

(xii) chef d' oeuvre

(c) Correct the following : $1 \times 5 = 5$

(i) We have no informations about the company's policy.

(ii) Furnitures were purchased.

(iii) The views of J&K are not the only objects of interest for the tourist.

(iv) Economics are important for every student of business.

(v) You did not reply our enquiry.

(d) Fill in the blanks with suitable prepositions : $1 \times 5 = 5$

(i) The residents use water _____ the river.

(ii) Treat every customer _____ care.

(iii) The G.M. walked _____ the factory premises.

(iv) The Director is _____ the board meeting.

(v) The manager is not aware _____ the matter.

4. Answer any *two* of the following : $10 \times 2 = 20$

(a) Write a good news letter on behalf of an insurance company to a client informing the maturity of his life policy.

(b) You are the Manager of 'Gautam Fashion House'. Draft a circular announcing a clearance sale.

(c) You are the Public Relation Officer of 'Hind Engineers Ltd'. Issue a press release regarding a one day seminar to be organized by your company, inviting participants.

(d) You are Arun Kumar. Write a letter to the Manager of 'S. K. Electricals Ltd.', (Manufactures of Air Coolers) to replace a defective cooler you have purchased from his dealer.

5. Answer any *two* of the following : $10 \times 2 = 20$

(a) 'Internet is a boon for business in the twenty-first century.' Discuss.

(b) 'Video conferencing is an integral part of the business world today.' Justify.

(c) 'Twitter' users can foster business in a subtle way. Do you agree ? Elaborate.

(d) Write short notes on : $5+5=10$

(i) LAN (Local Area Network)

(ii) ISDN (Integrated Services Digital Network).