

Acc No. UG9T28

Total Pages—4

C/18/BA/1st Sem/ENGM/AECC

2018

CBCS

1st Semester

ENGLISH

PAPER—AECC

(Elective)

Full Marks : 40

Time : 2 Hours

The figures in the right-hand margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

Group—A

1. Attempt any five questions :

5×2

(a) Define communication.

(Turn Over)

- (b) Mention the differences between verbal and non-verbal communication.
- (c) Name the various levels of communication.
- (d) What is monologue ?
- (e) What are the essential differences between general communication and business communication ?
- (f) What are the 7 C's of communication ?
- (g) What is kinesics ?
- (h) How many types of communication are there ? Name them.

Group—B

2. Attempt any *four* questions : 4×5

- (a) What are the purposes of 'close reading' ? What steps can be taken while summarizing a text ?

- (b) As the secretary of your organisation, write a notice inviting all the members to the free health check-up camp.
- (c) What are the rules of note-making ?
- (d) Read the following passage and answer the following questions :

The word 'memorandum' comes from the Latin word 'memorare' which means to recount, to mention or to recall to mind. Therefore a memorandum is a piece of communication that reminds a person of something. Memos are short messages of one page or less that are used by organisation for internal communication.

- (i) What is memo ?
- (ii) What is the purpose of writing a memo ?
- (e) Build up a short telephone communication between you and your friend.
- (f) What are the differences between summary writing and paraphrasing ?

Group—C

3. Attempt any *one* question :

1×10

- (a) Write a letter to the Editor of a newspaper about the frequent violation of traffic rules in and around your locality.
- (b) Write a report for your Principal on an educational tour that you have conducted.

Attention

