

28. Write a letter of application for the post of Tourist Guide in a Five Star Hotel. Enclose your Biodata.

29. List some of the factors responsible for persuasive writing.

30. How would you organise and compose messages?

BSC TAM

1273/7E1

MAY 2008

EFFECTIVE COMMUNICATION – ENGLISH

Time : Three hours

Maximum : 100 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN of the following each in one or two sentences :

All questions carry equal marks.

1. Language consists of medium and _____.
(Fill in the blanks)
2. Who is the sender in communication?
3. How can communication be broadly divided?
4. What is a report?
5. What is meta communication?
6. What are the four main objectives of communication?
7. What is democratic style in group communication?

8. State some of the purposes for which business letter is written.

9. What is the main purpose of a letter?

10. What is stated in the introductory part of a report?

11. What does a good listener gain?

12. Define mixed format.

13. What does a tourist brochure contain?

14. What does editing involve?

15. What should the management section of a proposal inform?

PART B — (6 × 5 = 30 marks)

Answer any SIX in about 200 words each :

All questions carry equal marks.

16. What do you mean by medium and message in communication?

17. What are the essential features of a good report?

18. Why do we use graphic aids?

19. Comment on the psychological factors in communication barrier.

20. What are the advantages of written communication?

21. Write a note on brainstorming.

22. How far is listening an essential activity in business communication?

23. Explain interpersonal communication.

PART C — (5 × 10 = 50 marks)

Answer any FIVE of the following in about 500 words each :

All questions carry equal marks.

24. Explain the role and function of communication.

25. Examine the different types of communication.

26. Attempt an essay on barriers of communication.

27. What are the chief characteristics of business communication?

COMMUNICATIVE FRENCH

Time : Three hours

Maximum : 100 marks

SECTION A — (20 marks)

1. Mettez les phrases dans l'ordre : (5)
 - (a) voulez rester / vous / nuits / est-ce que / combien de _____.
 - (b) des suites / il / seulement / reste _____.
 - (c) est / chambre / le prix / quel / d'une _____.
 - (d) Taxes / 3500 / plus / roupies / les _____.
 - (e) Peu / je / un / français / parle _____.
2. Conjuguez le verbe *s'appeler* au présent de l'indicatif : (5)
3. Traduisez en français : (5)
 - (a) See you tomorrow
 - (b) No smoking

- (c) I beg your pardon
- (d) Congratulations!
- (e) Good evening

4. Traduisez en anglais : (5)
 - (a) Merci beaucoup.
 - (b) Excusez-moi.
 - (c) S'il vous plait.
 - (d) Je suis désolé.
 - (e) Asseyez-vous s'il vous plait.

SECTION B — (30 marks)

5. Ecrivez un dialogue sur l'UN des sujets suivantes : (10)
 - (a) Vous allez à un hôtel pour réserver une chambre pour votre ami(e).
 - (b) Vous êtes le maître d'hôtel dans un restaurant indien. Vous recevez un client français.

