

Time: 2 Hours

Total Marks: 40

- 1) Question 1 is compulsory
- 2) Attempt any (3) out of remaining (5)

Q1. a) Choose the correct option:

i] Which of these must be avoided for effective communication? (4)

A) Sharing of activity B) Listening C) Ambiguity D) Politeness

ii] Reading a book to get a deep idea of the content is called as _____.

A) Scanning B) Skimming C) Intensive reading D) Extensive reading

iii] I can't believe that was our test. I think it was easier than some of our homework! It was a _____

A) a leap in the dark B) a lick and a promise C) a bridge too far D) a piece of cake.

iv] Find a word for: "happening again and again"

A) Condemning B) Calculating C) Chronic D) Creating

v] The Salutation should be written _____

A. Below the Inside address. B. Above the Inside Address. C. Above the date D. None of these.

vi] When is the communication process complete?

A) When the sender transmits the message B) When the message enters the channel

C) When the message leaves the channel D) When the receiver understands the message.

vii] In the Complete Block format of letters paragraphs are _____

A) Aligned B) Not aligned C) Indented D) Not indented

viii] 'Wear helmet while driving a two-wheeler' is an example of

A) Danger B) Warning C) Caution D) Note

b) Differentiate between the Semi Block format and Modified Block format of letters. (2)

c) Define chronemics. (2)

d) Why is technical writing? How is it different from other forms of writing? (2)

Q2 a) With the help of examples, explain what are gestures and their role in effective communication. (4)

b) What is horizontal communication? State any (2) advantages of this type of communication. (4)

c) 'We have looked into the matter and realized that your claim is false.' Which principle of letter writing is missing in this reply to complaint letter? Rewrite the statement in accordance to the principle named by you. (2)

Q3 a) Justify the statement that non-verbal communication plays a significant role in the communication process. Give appropriate examples. (4)

b) You purchased a branded blazer for an important college event. You gave it for fitting but the evening before your event when you went to collect the altered blazer, it was not ready. Write a letter to the owner asking for appropriate compensation. Use the complete block format. (6)

- Q4. a) Give a diagrammatic representation of a letter with all the optional parts. Write a short note on any one of the optional parts. (4)
- b) As the member of the Students' Council, you have been given the task of organizing a "Campus to Corporate" training for the third-year engineering students. Write a letter of enquiry to a training company for the details. Give necessary details. Use the Modified block format. (6)

- Q5. a) Write a short note on the different features of email. (4)

- b) Give the difference in meaning for each of the following pair of words: (2)

- | | |
|---------------|------------|
| i) complement | compliment |
| ii) foreword | forward |

- c). With the help of a diagram describe **any one** of the following: (4)

- Electric kettle
- Process of making a key rack in workshop

- Q6. a) Read the following passage and answer the question given below: (6)

During the Gulf War, a few years back, tens of thousands of seabirds were killed due to oil spills. Do you know what makes crude oil on ocean water so deadly?

Crude oil is not used in the same state it is produced at the off-shore wells. it is converted in refineries into a wide range of products such as gasoline, kerosene, diesel, fuel oils, and petrochemical feed-stocks. Before it is refined, the oil also contains potentially fatal components.

Crude oil is made up of compounds of carbon and hydrogen called hydrocarbons. These hydrocarbons may be paraffin, the oil that is used as fuel in heaters and lamps or cycloparaffins (naphthenes) or aromatic compounds in varying proportions. While crude oil found in the US is mostly paraffinic, that found along the Gulf Coast are naphthenic which contain sulphur compounds in varying amounts, a small amount of nitrogen and very little oxygen. Every variety of crude oil has nickel and vanadium in high concentration. Iron may be found in organic form due to the corrosion of pipes. Paraffin like methane and ethane are asphyxiants, substances that cause suffocation. The effects of cycloparaffins are more or Less similar to those of the paraffin but unsaturated paraffin are more noxious than the saturated ones. The sulphur present in crude oil may be toxic. The mechanism of toxic action seems to involve its breakdown to hydrogen sulphide. They will act principally on the nervous system with death resulting mainly from respiratory paralysis. Sulphur in the form of aromatic thiophenes, benzothiophenes can damage the livers and kidneys of sea animals. Sulphur compounds Like mercaptans can be very dangerous too.

On the basis of your reading of the above passage, choose the correct options from the ones given:

(a) Thousands of sea birds were killed due to oil spills because _____

- | | |
|------------------------------------|-----------------------------------|
| (1) it suffocated them | (ii) it was poisonous |
| (iii) birds couldn't enter the sea | (iv) there was no fish to feed on |

(b) The primary components of crude oil are _____

- | | |
|-------------------------|--------------------------|
| (i) methane and ethane | (ii) carbon and hydrogen |
| (iii) sulphur compounds | (iv) naphthenes |

(c) Sulphur in crude oil _____

- | | |
|----------------------------|-------------------------------------|
| (i) damages nervous system | (ii) damages the livers and kidneys |
| (iii) causes suffocation | (iv) causes respiratory problems |

(d) Every variety of crude oil contains _____ in excess.

- (i) sulphur (ii) oxygen (iii) nitrogen (iv) nickel

(e) Asphyxiants cause death by

- (i) drowning (ii) suffocation (iii) wounds (iv) cancer

(f) The word 'refined' means _____

- (i) pure (ii) impure (iii) fine (iv) nice

(b). Prepare a set of instructions to follow while using a selfie-stick to click a photograph with a mobile phone. (04)