

BCA 1st Semester Exam., 2019

COMMUNICATIVE ENGLISH

Time : 3 hours

Full Marks : 60

Instructions :

- (i) All questions carry equal marks.
- (ii) There are **SEVEN** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question Nos. 1 and 2 are compulsory.

1. Choose the correct arrangement from the following (any six) :

- (a) A. For years, the singles competition was judged according to two categories.
- B. Secondly, the compulsory-figures category required each skater to perform three or six repetitions of three figures drawn from a possible 41 patterns.
- C. Figure skating is primarily a sport of amateurs, contests are held for singles and for pairs.

D. Firstly, the free-skating category judged a skater's ability to perform jumps, spins, spirals and skating coordinated with music.

E. All figures are based on a figure-eight pattern or variations thereof.

(i) B C A D E

(ii) C A D B E

(iii) C D B A E

(iv) A B C D E

(b) A. They are the oligarchy.

B. Next are the rule takers, the companies that pay homage to the industrial 'lords'.

C. IBM, CBS, United Airlines, Sears, Coca-Cola and the like are the creators and procreators of industrial orthodoxy.

D. First are the rule makers, the incumbents that built the industry.

E. Fujitsu, ABC, US Air, Smith Barney, J. C. Penny and numerous others are peasants.

F. Look at any industry and you will see three kinds of companies.

- (i) F D C A B E
 (ii) D F C B A E
 (iii) F C B D A E
 (iv) F B C A D E

- (c) A. In India, in the last 4-5 years, some US funds have entered.
 B. US funds like Draper and Walden have played an important role in kick-starting the venture capital industry in India.
 C. Draper in particular played a pioneering role.
 D. This was the second wave of venture capital.
 E. The third wave is people coming back from the US and moving into venture capital—like myself.
 F. Venture capital started about 15 years ago, with some government-backed funds.

- (i) B F A C D E
 (ii) E D A B E C
 (iii) F A B C D E
 (iv) C D B A E F

- (d) A. The first is retained by employers to find specific people for specific jobs.
 B. They are the consultants who advertise in this newspaper.
 C. The other type of recruitment company—or agency to be precise—works on a contingency basis.
 D. There are essentially two types of recruitment companies.
 E. They are paid by the employer only when someone is appointed.

- (i) B C D E A
 (ii) D A B C E
 (iii) D B E A C
 (iv) A C B D E

- (e) A. A number of lessons were learnt and lot of preconceptions were forgotten.
 B. First World War was thus a prelude to even more destructive war.
 C. Many weapons used in the war had never been used before.
 D. As an aftermath of war, there was a savage intensification of research in armaments.

E. The First World War was an **excuse** to experiment with the arsenal from various European States.

- (i) E D B A C
- (ii) E C A D B
- (iii) E A B C D
- (iv) E B C A D

In each of the following questions, there is a certain relationship between two given words on one side of the :: and one word is given on the another side of :: while another word is to be found from the given alternatives, having the same relation with this word as the words given of the given pair bear. Choose the correct alternative :

(f) Genuine : Authentic :: Mirage : ?

- (i) Reflection
- (ii) Hideout
- (iii) Illusion
- (iv) Image

(g) Paw : Cat :: Hoof : ?

- (i) Horse
- (ii) Lion
- (iii) Lamb
- (iv) Elephant

(h) Bird : Fly :: Snake : ?

- (i) Hole
- (ii) Crawl ✓
- (iii) Stroll
- (iv) Clatter

(i) Pantry : Store :: Scullery : ?

- (i) Cook
- (ii) Kitchen
- (iii) Utensils
- (iv) Wash

(j) Blind : Visual :: Deaf : ?

- (i) Sound ✓
- (ii) Auditory
- (iii) Hearing
- (iv) Listening

2. Short answer-type questions (any *three*) :

- (a) Being an insurance company official, write a letter to a policy-holder demanding the premium.
- (b) List the points to be considered by a banker before writing to a customer.

- (c) What are 'testimonials'? What are its contents?
- (d) Who is a manager? &
- (e) Write a note on 'informal reports'.

Long answer-type questions (any three) :

3. Draft a letter placing an order to a company in Chennai to supply the food products within 10 days as per the terms already agreed upon.
4. Explain about the concept of inter- and intra-personal communications.
5. Prepare a status report of prospective customer to whom the company proposes to send goods in the near future.
6. Describe different forms of business letters.
7. "Communication is the life blood of an organization." Elaborate the statement with suitable examples.
