



Sanjay Ghodawat University, Kolhapur

2017-18

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Year and Programme: FY BA

School of Liberal Arts

Department Multimedia and
Mass Communication

Course Code: MCA107

English Communication

Semester – Odd (I)

Day and Date:

Re End Semester Examination

Time: 3 Hrs. Max Marks: 100

28 Dec 2017

Instructions: IMP: Verify the question paper you received is of correct course and code.

- All questions are compulsory.
- All sub questions are to be answered and grouped together.
- Draw suitable diagram wherever required.
- Figures to the right indicate full marks.

Marks CO

Q.1 A Fill in the blanks with correct alternatives from the given (Any eight)

08 CO2

- I haven't been to my native place a long time. (since/for/from)
- I expect you to bethe gate after exam. (at/on/near)
- Don't look directly atsun. (a/an/the)
- No one likes to be stared while eating. (at/to/on)
- Last Sunday, we wenta picnic. (on/for)
- I detective novels these days. (read/am reading)
- When you called, he writing his assignments. (was/will be)
- I come in sir? (may/can)
- I saw a child yesterday.child was very cute. (A/The)

B Do as directed (Any eight)

08 CO2

- Rounak was singing a song. (*Change the voice*)
- We shall visit the Europe in 2020. (*Change the voice*)
- Who called the police? (*Change the voice*)
- Manoj said, "I am going to attend this lecture". (*Convert into indirect speech*)
- They said, "We have bought this house for our children". (*Convert into indirect speech*)
- All my friends complimented/complemented me on my success. (*Choose the correct alternative*)
- Your opinion will not have any affect/effect on my decision. (*Choose the correct alternative*)
- Give an antonym for **scholar**.
- Give a synonym for **journey**.

- Q.2** Answer the following questions (Any two) 16 CO1
- a) Define the term 'communication' and discuss various levels of communication.
 - b) Discuss in detail flow/network of communication in business context with suitable examples.
 - c) Write a detailed note on difference between oral and written communication with suitable examples.
- Q.3** Answer the following questions (Any two) 16 CO3
- a) Write a detailed note on process of listening.
 - b) Discuss various strategies of preparing and delivering effective speeches.
 - c) "A reader lives a thousand lives before he dies". Write a detailed note on importance of reading in light with the above statement.
- Q.4** Answer any two of the following. 16 CO4
- a) You ordered 50 desktops from Silicon Computers, Pune for your newly opening computer training centre. However, after receiving the consignment you found that some of the CPUs are of different company than you ordered and some of the monitors and key boards are damaged. Write a letter of complaint and ask for replacement. **Use Complete block format.**
 - b) Assume that you have completed your graduation with flying colours and write an application letter for the post of News Editor in a well-known newspaper agency. **Use format of your choice and mention it.**
 - c) Assume that you have completed your post-graduation and have one year experience as News Editor in a well-known newspaper agency. Prepare your latest resume by inventing necessary details.
- Q.5** A Read the following passage and answer the questions below. Each question carries 2 marks. 10 CO5
- Surveillance has increased manifold since the 9/11 terror attacks on the World Trade Centre in the U.S. This increase in surveillance today shapes the relationship between the state and the individual. The state keeps an eye on its citizens, thereby positing each and every citizen as a potential wrong-doer. For instance, the proliferation of the CCTV cameras in streets, restaurants and in every imaginable public space. In fact, the camera need not even be functional in order to make the citizens behave themselves – its mere presence is enough to scare the citizens into submission. Such is the power of the mere

potential of surveillance.

Surveillance studies have shown that these techniques might not be too effective at all times, citizens might feign decent behaviour in order to avoid themselves from getting into a tussle with the law of the land. But it does not assure the state of the reformation in the attitude of the citizens. It is a mere eye-wash. It works only when the citizen truly desires to transform his or her attitude and adopt decency in all walks of life.

The act of constant surveillance makes the state a voyeur – a person who derives pleasure from watching events unfold in a secretive manner. A recent case in point would be the raid on a hotel in the so-called cosmopolitan city of Mumbai where young couples were consensually residing. The state has today entered the bed-room. And this is an unhealthy proposition!

Questions:

1. What is the effect of the state's surveillance on the individual?
2. Does the CCTV need to be functional all the time?
3. Why is surveillance not effective always?
4. When is surveillance really effective?
5. Give a suitable title to the above passage and justify your answer.

B Summarize the above passage in about one-third of the total number of word. **06 CO5**

Q.6 Write short notes (Any 4) **20 CO1, CO3**

- a) Difference between hearing and listening
- b) Communication cycle
- c) Haptics
- d) Barriers to communication
- e) Types of listening
