



Sanjay Ghodawat University, Kolhapur

2017-18

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

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:

End Semester Examination

Time: 3 Hrs. Max Marks: 100

11 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
a) Rohan knocked the door.....nobody answered. (but/or)		
b) I have been working in this institute 2013. (since/for)		
c) To win this tournament, we have worked..... (hard/hardly)		
d) Mitali..... dance class every Saturday. (is attending/attends)		
e) You are late. The train already. (has left/left)		
f) We.....in this house for last 20 years. (have been living/are living)		
g) I think you go for MBA. (should/could)		
h) All employeeson time for work. (must be/have to)		
i) Meet me after hour. (a/an/the)		
B Do as directed (Any eight)	08	CO2
a) Rounak sings a song. (Change the voice)		
b) New Zealand was beaten by India by 5 wickets yesterday. (Change the voice)		
c) Who wrote this letter? (Change the voice)		
d) He said, "She is coming this week". (convert into indirect speech)		
e) He said, "I bought this pearl for my mother". (convert into indirect speech)		
f) I know the principal/principle of this school. (choose the correct alternative)		
g) Your opinion will not affect/effect my decision. (choose the correct alternative)		
h) Give an antonym for permanent.		
i) Give a synonym for kind.		

Q.2 Answer the following questions (Any two) 16 CO1

- a) Define the term 'communication' and discuss communication process with the help of a suitable diagram.
- b) What is 'non-verbal communication'? Explain various types of it with suitable examples.
- c) Define the term 'Communication Barrier' and discuss any four types of barriers in detail.

Q.3 Answer the following questions (Any two) 16 CO3

- a) Write a note on importance of effective listening and discuss various types of listening with examples.
- b) What are the various strategies for delivering effective speeches?
- c) Write a detailed note on importance of reading.

Q.4 Answer any two of the following. 16 CO4

- a) You are going to open your own business office at your place. Write a *letter of enquiry* to a furniture supplier asking all the details of furniture items you will need for your office. Use **complete block format**.
- b) Write an application letter to your HoD asking for four days leave to attend an important family function at your hometown. Use **modified block format**.
- c) Draft an email to be sent to the Regional Manager of a two wheeler company complaining the poor service you received from a service centre of the same company in your town.

Q.5 A Read the following passage and answer the questions below. Each question carries 2 marks. 10 CO5

The art of academic writing is not easy to master. It is a formal skill, which requires precision and accuracy, and is perfected by continuous and dedicated practice. Academic writing is the skilful exposition and explanation of an argument, which the writer has carefully researched and developed over a sustained period of time. It is a time-consuming activity and demands patience and perseverance. But the joy of reading and sharing with others, one's succinctly composed piece of argument, is incomparable.

Before beginning to write, the writer must ask himself a few questions – Why am I writing? What is it that I intend to share with others? What purpose will my writing serve? Have I read enough about the topic or theme about which I am going to write? If one is hesitant to answer even one of the aforementioned questions, one better not write at all! Because academic writing is a serious activity – it makes one part of a shared community of readers and writers who wish to disseminate and learn from

well-argued pieces of writing.

The structure of an argumentative essay should take the form of – Introduction (which should be around ten percent of the entire essay), Body (it should constitute eighty percent of the piece) and the Conclusion (again, ten per cent of the essay). The introduction should function as the hook which draws the reader in and holds his attention, the body should include cogent and coherently linked paragraphs and the conclusion should re-state the argument and offer a substantial ending to the piece.

Questions:

1. What is academic writing?
2. Why is reading an important part of writing?
3. Why should one ask oneself the questions mentioned in the second passage?
4. What are the components of the structure of an argumentative essay?
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) Importance of feedback in communication process
- b) Levels of communication
- c) Types of reading
- d) Strategies to avoid stage fear during a speech
- e) Strategies for effective listening
