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Total Number of Pages: 02

**MBA**  
**15MNG107**

**1<sup>st</sup> Semester Regular/Back Examination 2017-18**

**ENGLISH COMMUNICATION SKILLS**

**BRANCH : MBA**

**Time : 3 Hours**

**Max Marks : 100**

**Q.CODE : B1072**

**Answer Question No.1& 2 which are compulsory and any four from the rest.**

**The figures in the right hand margin indicate marks.**

**Q1 Answer the following : (2x10)**

- a) Communication which takes place between 'peers' is known as ----- communication.
- a) Diagonal
  - b) Grapevine
  - c) Horizontal
  - d) upward
- b) The study of the eye contact is called-----.
- a) Oculesics
  - b) Kinesics
  - c) Proxemics
  - d) Chronemics
- c) There are ----- speech sounds in English.
- a) 26
  - b) 42
  - c) 44
  - d) 24
- d) How many syllables are there in the word "Management"? (2,3,4,5)
- e) Indian speakers of English generally follow-----.( EIE/GAE/RP/ALL)
- f) Write only the IPL symbols of the vowel contained in the following words. Photo, Shoe, Train, Judge
- g) What is the difference between a filter and a barrier?
- h) What do you mean by coherence and cohesion in a paragraph?
- i) I was feeling unwell and ----- I went to see a doctor. ( Write a suitable conjunction)
- j) Two characteristics of effective writing are.....and .....

**Q2 Answer the following questions briefly. (2x10)**

- a) What do you mean by information gap principle?
- b) How many long and short vowels are there in English?
- c) Give two examples of non-verbal communication.
- d) Write the plain English of these words.  
Manifest, Commence
- e) Deposit this money in the bank. (Change in to passive voice)
- f) Write two strategies for improving listening skills.
- g) Differentiate between skimming and scanning.
- h) A lady drew this cartoon. She is visiting us today. (combine the two sentences)
- i) This coffee is so hot that I cannot drink it. (Use too)
- j) Differentiate between postures and gestures with examples.

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**Q3** Reading is a complex 'cognitive process' of decoding symbols in order to construct or derive meaning. It involves a number of sub-skills. Discuss. **(15)**

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**Q4** Effective communication skills have become the main stay at entry level as well as for career sustenance. Discuss and elucidate. **(15)**

**Q5** What do you mean by intonation? Why do you think it is significant for communication? Where do you use falling and rising tone? Substantiate your answer with examples. **(15)**

**Q6** What is bias-language? Briefly discuss the use of bias-free language in different contexts. **(15)**

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**Q7** Write short notes on any THREE : **(5x3)**

- a) Define and differentiate between word stress and sentence stress.
- b) Concord
- c) Write a short paragraphon "Prevention is better than cure".
- d) Can women be better managers' – Deliver a debate on this topic.

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**Q8** A) What do you understand by verbal and non-verbal communication? Explain with suitable examples. **(10)**

**B) Do as directed. (1x5)**

- a) Neither India nor Pakistan are prepared for talks.(Correct the error)
- b) 'What a shame! You have misbehaved with your teacher?' His mother said. (Change into indirect speech)
- c) There is little logic in her argument. (Use hardly any)
- d) If the doctor had come early, the patient's life----- (save). (write the correct form of the verb given bracket)
- e) The professor's consistent late arrival is offset somewhat by the remarkable quality of his lectures. ( Correct the underlined part)