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Total Number of Pages : 02

MBA
15MNG107

1st Semester Back Examination 2018-19

ENGLISH COMMUNICATION SKILL

BRANCH : MBA

Time : 3 Hour

Max Marks : 100

Q.CODE : E956

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks

Part-I

Q1 Do as Directed : (Answer All -10) (2 x 10)

- At the second floor of my house is my bedroom [correct the error if any]
- "Suresh wants more chocolate". [state the type of verb used] Stative / dynamic
- He is too old to play cricket [make it bias free]
- While reading newspapers we often tend to scan [correct, incorrect]
- Clear articulation often leads to confusion of the native speakers [true / false]
- Yesterday we watched a movie, play video games and made pizza. [correct the structure]
- Preconceived notion is a kind of _____ [filter / barrier]
- When a modifier is not modifying a specific word, we call it a _____ modifier
- Head nodding is part of passive listening. [correct/ incorrect]
- A structured argument in a formal environment is called as a _____

Part-II

Q2 Do as directed: (Answer Any Eight out of Twelve) (6 x 8)

- Define and distinguish between 'General communication and professional communication'
- What is 'information loss " state how to avoid those
- What is concord? Explain with example
- Write a short note on the role of ' inference' in reading
- Distinguish between 'Note Taking and Note Making'
- 'Ill got Ill spent' [write a paragraph on the given topic] word limit-150 words.
- What is a 'Misplaced modifier' Briefly Explain with example
- Define and distinguish between Soft skill and Hard skill
- Highlight five major points of a good conversation.
- Resurrection, photographer, expertise [make syllable division and identify the primary stress]
- lodge, shoes, fight,[make phonemic transcription of the given words]
- What strategies are adopted while scanning for information?

Part-III

Long Answer Type Questions (Answer Any Two out of Four)

- 210 210 210 210 210 210 210 210
- Q3** Communications is a continuous process which mainly involves six elements what are those? Discuss the elements and processes of effective communication. **(16)**
- Q4** We find a great deal of differences between nonverbal behaviors across cultures explain with Example. **(16)**
- Q5** What are the individual functions of different channels of communication in any business organization? Define and distinguish **(16)**
- 210 210 210 210 210 210 210 210
- Q6** Any piece of writing ought to have some basic elements in it in order to be effective, what are those? Discuss. **(16)**