

AMIETE – ET/CS/IT

Time: 3 Hours

DECEMBER 2012

Max. Marks: 70

PLEASE WRITE YOUR ROLL NO. AT THE SPACE PROVIDED ON EACH PAGE IMMEDIATELY AFTER RECEIVING THE QUESTION PAPER.

NOTE: There are 9 Questions in all.

- Question 1 is compulsory and carries 20 marks. Answer to Q.1 must be written in the space provided for it in the answer book supplied and nowhere else.
- The answer sheet for the Q.1 will be collected by the invigilator after 45 minutes of the commencement of the examination.
- Out of the remaining EIGHT Questions answer any FIVE Questions. Each question carries 10 marks.
- Any required data not explicitly given, may be suitably assumed and stated.

Q.1 Choose the appropriate alternative from among the following: (2×10)

a. *Lateral Communication* in an organization would mean communication with _____.

- (A) employees at lower level
- (B) colleagues and the peer group
- (C) the immediate boss and higher-ups
- (D) officials of other organization

b. Goldilocks Principle in Reading Comprehension involves the _____.

- (A) the search of main idea in a passage
- (B) locating the specific details of a passage
- (C) ascertaining of the author's attitude
- (D) understanding the logical structure of the text

c. *Journalistic writing* refers to _____.

- (A) writing a novel
- (B) writing one-act plays
- (C) descriptive and argumentative writing
- (D) writing about day-to-day significant issues

d. Choose the correct *antonym* for the word '*generous*':

- (A) kind
- (B) selfish
- (C) cruel
- (D) benevolent

- e. The suitable *synonym* for the word '*diligent*' is:
- (A) hardworking (B) ambitious
(C) calculative (D) proud
- f. Choose the correct indirect narration for the sentence-*The teacher said, "Do it now or never"*.
- (A) The teacher warned the students to do it then and never.
(B) The teacher said that the students should do it then or never.
(C) The teacher said that the students do that then or never.
(D) The teacher said that the students should do it immediately.
- g. Hearing without understanding is known as _____.
- (A) Passive listening (B) Active listening
(C) Peripheral listening (D) Marginal listening
- h. Writing a biography is called _____ writing.
- (A) Explanatory (B) Scientific
(C) Narrative (D) Journalistic
- i. Hard skills in communication refers to
- (A) Communication from top to bottom
(B) Communication from bottom to top
(C) Communication among workers
(D) Communication among executives
- j. Psychometric tests are structured tests used for measuring
- (A) Aptitude and Sensitivity (B) Competence and Intelligence
(C) Skill and Personality (D) All of these

Answer any FIVE questions out of the following EIGHT questions.

Each question carries 10 marks.

- Q.2** a. What are the merits and limitations of written communication? (5)
- b. Write a short note on the role of communication skills in our society. (5)
- Q.3** a. Do as directed:
- (i) He is too clever to have missed the point. (Change into negative)
(ii) Ram is running the show. (Change the voice)
(iii) Ram said, "I shall meet you in the market". (Change the speech)
(iv) What a beautiful flower! (Change into assertive)
(v) You want to pass the examination. Work hard. (Combine into a complex sentence) (5)

- b. What do you understand by the transformation of sentences in English? Explain them with two examples from each. (5)
- Q.4** a. What steps can be taken in improving our fluency in reading? (5)
- b. What are the various stages in the process of reading? (5)
- Q.5** You are Suraj/Neha. Prepare a covering letter along with the bio-data for the post of sales manager in Godrej Store well Ltd, Okhla, Delhi. The candidate should have worked as an Asst. sales manager for three years and should possess excellent communication skills. (10)
- Q.6** a. Explain briefly the six stages of the listening process. (5)
- b. Describe briefly various barriers to listening. (5)
- Q.7** a. Body language is an integral part of success in interviews. Justify. (5)
- b. Explain five objectives of Group Discussions. (5)
- Q.8** a. What are various purposes for which business letters are written? (5)
- b. Explain briefly the essential elements of business writing. (5)
- Q.9** a. (i) Give antonyms of the following adjectives:
regular; excited; wild
- (ii) Give synonyms of the following verbs:
Defend; reveal (5)
- b. Correct the following sentences:
- (i) He did not listen to my advise.
- (ii) Distribute it among Ram and Shyam.
- (iii) He said that he will come to my wedding.
- (iv) He is knocking at the door.
- (v) On the road he met an accident. (5)