

AMIETE – CS/IT (OLD SCHEME)

Time: 3 Hours

JUNE 2012

Max. Marks: 100

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 16 marks.
- Any required data not explicitly given, may be suitably assumed and stated.

Q.1 Choose the correct or the best alternative in each of the following and indicate (A,B,C or D) in the space provided for it in the answer book. (2×10)

a. Communication is derived from the Latin word *communis* which means _____.

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| (A) perception | (B) share |
| (C) needs | (D) ideas |

b. Meaning lies not in words, but in our _____ of the same.

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|----------------|---------------|
| (A) feedback | (B) intent |
| (C) perception | (D) awareness |

c. Ram is a senior lecturer in a small town. He is immensely fond of giving advice to his peers and students because _____.

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|--------------------------------|--------------------------------|
| (A) he knows it all | (B) he has done his Ph.D. |
| (C) it makes him feel superior | (D) he can share his knowledge |

d. Sensitive listening is also referred to as _____.

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|-----------------------|--------------------------|
| (A) Active listening | (B) Empathetic listening |
| (C) Passive listening | (D) Boredom listening |

e. Geeta wants to present enthusiasm in her speech. She should _____.

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|---------------------|-----------------------|
| (A) be low pitched | (B) be high pitched |
| (C) use a flat tone | (D) none of the above |

f. Evading eye contact, as per the discussion with the Professor, means _____.

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|----------------------|------------------------|
| (A) shyness | (B) lack of confidence |
| (C) a cultural trait | (D) none of the above |

- g. Can you tell me who _____ the crime?
- (A) did (B) committed
(C) performed (D) done
- h. Rising prices have made it difficult to maintain a good _____ of living.
- (A) style (B) pattern
(C) way (D) standard
- i. He died before he could complete his _____.
- (A) Biography (B) Autobiography
(C) Monography (D) Chronicle
- j. I want a place where I can work without _____.
- (A) delay (B) boredom
(C) interruption (D) change

**Answer any FIVE questions out of the following EIGHT questions.
Each question carries 16 marks.**

- Q.2** a. Explain the process of communication by giving examples. (8)
- b. Explain courtesy and consideration in the 7Cs. (8)
- Q.3** a. Convert the following:
- (i) Gopal says to Ram, "Please open the window." (Convert into Indirect) (2)
- (ii) He has passed the examination. (Convert into Interrogative) (2)
- (iii) Not-with-standing his sorrow, he is hopeful (Convert into Compound) (2)
- (iv) He left no plan untried (Convert into affirmative) (2)
- b. Give one-word substitutes:
- (i) Existing only in name (2)
- (ii) A substitute (2)
- (iii) A short journey for pleasure (2)
- (iv) An imaginary ideal (2)
- Q.4** a. Explain the full form of these abbreviations:
- (i) PIL
- (ii) PP
- (iii) HSLN
- (iv) IOU (2×4)
- b. Explain direct and indirect narration with examples. (8)

- Q.5** a. What is Salutation and P.S? (8)
b. Explain the meaning and features of a report. (8)
- Q.6** a. A sales promotion letter must possess the AIDA formula. Explain. (8)
b. What are the advantages and disadvantages of telephone? (8)
- Q.7** a. What are the advantages and disadvantages of E-mail? (8)
b. What is cancellation of orders? (8)
- Q.8** a. How does tone play an important role in effective para language? (8)
b. What are the essential features factors of a good presentation? (8)
- Q.9** a. What is the difference between listening and hearing? (8)
b. What type of strategies are used for building vocabulary? (8)