

Total No. of printed pages = 7

4 (Sem-3) CAFE-II

2016

**COMMUNICATIVE AND
FUNCTIONAL ENGLISH - II**

Paper : 302

Full Marks – 80

Time – Three hours

The figures in the margin indicate full marks
for the questions.

1. State whether true or false : $1 \times 10 = 10$
- (a) An oral presentation is made to inform, persuade and build goodwill of the audience.
 - (b) Good news letters are written to convey pleasant news to the reader.
 - (c) Factual objective documents that may be distributed to insiders or outsiders of an organisation depending on their purpose and subject are called reports.
 - (d) Electronic mail is an important oral media of communication.

[Turn over

- (e) For effective communication, body language skills of the communicator should be positive.
- (f) The 'inside address' contains the name, title, department and mailing address of the sender.
- (g) Request letters are sometimes written to our old customers to strengthen and re-establish our relations with them.
- (h) Memos are used to record or convey information and decisions or to make requests to customers and suppliers.
- (i) Use of latest visual techniques enhance the professional image of the presenter.
- (j) A good press release should take care of the 5 W's of journalism — who, what, when, where and why.

2. Write short notes on any *five* of the following :
2×5=10

- (a) Internet
- (b) Globalisation
- (c) IT Revolution
- (d) Mass media
- (e) Office circular

- (f) Customer care
- (g) Status enquiry
- (h) Business etiquette
- (i) Conflict resolution
- (j) Complimentary close.

Or

Answer any *two* of the following : 5×2=10

- (a) You are on a flight to Mumbai. During the flight you strike up a conversation with your co-passenger and exchange notes on your hobbies.

Write out the conversation that ensues between the two of you.

- (b) You are preparing for your Bank Probationary Officers Examination, scheduled to be held sometime in December, 2016. Your centre of examination is Kolkata, whereas you are based in Siliguri.

Write out the telephonic conversation with your friend in Kolkata, requesting him to put you up for the duration of your examinations there.

- (c) You are the lucky winner of a business house issuing promotional holiday packages. You have been invited to go and collect the free tickets for the same.

Write out the conversation that takes place between you and the HR Manager of the business house in the above context.

3. Answer the following questions : $1 \times 5 = 5$

(a) Change the following sentences as directed.

- (i) No other girl in the class is as fat as Reema. (Change into comparative)
- (ii) I will always remember your kindness. (Change into negative)
- (iii) Unless you study hard you will fail. (Change into compound)
- (iv) They reached the station in time. (Change into interrogative)
- (v) Is there any smoke without fire ? (Change into assertive)

(b) Rewrite the following sentences using the verbs in brackets in their correct tense forms :

$1 \times 5 = 5$

- (i) It is time you some manners. (learn)

(ii) By this time tomorrow we our examinations. (complete)

(iii) Kindly me the cane basket. (give).

(iv) It very hard since this morning. (rain)

(v) I wish I the offer. (accept).

(c) Write two synonyms each of any *five* of the following words : $\frac{1}{2} \times 10 = 5$

ability, brisk, civil, eliminate, fraud, indispensable, novice, salient, waive, zeal.

(d) Substitute the following groups of words with one word each : $\frac{1}{2} \times 10 = 5$

(i) A case which creates sensation.

(ii) A letter which does not bear the name of the writer.

(iii) A list of names of books.

(iv) A place where clothes are washed and ironed.

(v) One who attends to the diseases of the eye.

(vi) An office for which no salary is paid.

(vii) A plan which cannot be put into practice.

(viii) One who lacks courage.

(ix) No longer in use.

(x) To examine and verify with reference to vouchers.

4. Answer any *two* of the following : $10 \times 2 = 20$

(a) Write a sales letter for the i-phone that you are presently using.

(b) You are a dealer in Kancheepuram silk sarees. Draft a credit refusal letter to Ankuran sarees who had requested you for two months credit facility.

(c) Write an effective 'final collection' letter to Mr. B. N. Sarma who has not replied to any of your three letters sent so far.

(d) Write an application for the post of Sales Executive to Kaziranga Tea Planters' Association, Assam in response to an advertisement in 'The Telegraph' dated 15th October, 2016, published by the Manager of the Association.

5. Answer any *two* of the following : $10 \times 2 = 20$

(a) "It is anticipated that with development of technology, Fax will be available on cell phones or PDAs." Elucidate.

(b) "Teleconferencing is used in three basic ways — audio, computer and videoconferencing." Discuss.

(c) Mention some of the limitations of an e-mail.

(d) Write short notes on : $5 + 5 = 10$

(i) MMS (multimedia messaging service)

(ii) Power point presentation.