





CS/BCA/SEM-2/HU-201/08



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**ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2008**  
**ENGLISH LANGUAGE & COMMUNICATION**  
**SEMESTER – 2**

Time : 3 Hours ]

[ Full Marks : 70

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

**GROUP – A**

1. Read the passage given below and then answer the questions. which are based on what is stated or implied in the passage :

There was a time when mankind flew pigeons as messengers to exchange information for erstwhile Maharajas. Well, that was then. Today, believe it or not, you have the facility to send quotations to Paris from anywhere in India at the cost of a local call. The world of communication and with it the entire system is making rapid strides to the benefit of mankind.

With just a telephone line, a modem, a PC and an Internet connection, you can literally programme your future. What you never thought possible a shortwhile ago is a reality today, knocking at the door. Internet sounds familiar ? Obviously, when you consider different media channels agog with write ups, what's good and what's not, latest discoveries and so on. It's difficult not to have heard of it. You find virtually every organization going in for internet address. The importance of electronic communication, is obvious so are E-mail, Video Telephony and Internet.

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But what is Internet ? Is it the same thing as Information Superhighway ? What is Information Superhighway ? If these are some questions bothering you, you're on the right track. It only shows an injected enthusiasm amongst us. Thus to stub out any further confusion, Internet is a very important part of Information Superhighway. And the benefit of Information Superhighway as a whole is much broader than its components.

Information Superhighway as it develops, will help in exchanging quantum of information of any kind. It presents a range of technologies, including Integrated Services Digital Network ( ISDN ), Fibre optics and Asynchronous transfer mode ( ATM ) in hardware terms. And in software terms it presents Electronic Data Interchange ( EDI ), X-400, E-mail and Video Telephony as various approaches.

- a) Mark whether the following statements are True or False : 5
- i) Nowadays communication is quick but very expensive
  - ii) Nations are coming closer with electronic communication
  - iii) Today most organizations are using the Internet.
  - iv) Internet and Superhighway are the same thing.
  - v) Internet can only be used for commercial purpose.
- b) Choose the correct alternative : 2
- i) Stub out means
    - a) put an end
    - b) fresh start
    - c) both (a) and (b).
  - ii) erstwhile means
    - a) current
    - b) ancient
    - c) former
    - d) none of these.
- c) Name two modes of electronic communication. 1
- d) What is the difference between Internet and Information Superhighway ? 2

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**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.

3 × 5 = 15

2. You are the manager of a garments factory. Write out an advertisement for the 'Situation Vacant' column of the local newspaper describing the person you want to operate as supervisor.
3. As a health officer under Government of West Bengal, prepare a public notice to make the people of your locality aware of the consequences of 'Bird Flu', which can cause fatal harm to people around.
4. Write a report for a university lecturer describing the information below. The graph below shows the different modes of transport used to travel to and from work in one European city in 1960, 1980 and 2000.

Fig.

5. As a boss to your subordinates, write a memo mentioning the date, time and venue of a meeting.

**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* questions.

3 × 15 = 45

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6. Assume that you are Sheela Khare, the local Director of NIIT, Kolkata Chapter. Draft a sales letter for prospective students. Mention the value of NIIT training and the relevance of its courses.
7. Your company is considering a proposal to make an in-house canteen for office employees. Your office has around 100 employees. Make a report to give an estimate of the area, manpower and money required to set up and run the canteen.
8. You are Pashupati Shah, the Regional Sales Manager of Easy Home Appliances, Mumbai. You have to write a memo to Reena Chatterjee, Assistant Manager ( Sales ) explaining a new procedure for reporting monthly sales performance. The special features of the new procedure include :
- use of double entry system to record monthly sales performance instead of the existing single entry system;
  - a separate format for sales performance below quota; and
  - a computerized database.

The new procedure would take into effect from July 1<sup>st</sup>, 2008.

9. a) What is video conferencing ? 4
- b) State some of the barriers of communication. 6
- c) Illustrate the basic elements of the communication process. 5

OR

Write an application letter and CV of an experienced computer engineer looking for a suitable job in a renowned software company whose age is 35 years and who has 10 years of work experience.

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END

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