
g. During a presentation the speaker should keep his voice _____.

- (A) very low (B) very loud
(C) monotonous (D) balanced

h. For Campus recruitment, company representatives go to _____.

- (A) IITs (B) Business schools
(C) Engineering colleges (D) All of the above institutions

i. In a business letter the date is written as _____.

- (A) August the 19, 2009 (B) August 19, 2009
(C) August 19th 2009 (D) 19, August, 2009

j. Give antonym for the word VICTORY

- (A) Defeat (B) Weakness
(C) Evil (D) Death

**Answer any FIVE Questions out of EIGHT Questions.
Each question carries 10 marks.**

- Q.2** a. Briefly describe the three informal processes of communication (5)
b. The commonplace horizontal form of communication is Grapevine, often called backbiting. How can one protect oneself from being a victim of backbiting? (5)
- Q.3** a. What are the different stages in the process of reading? Describe each one of them briefly. (5)
b. "We want to do maximum reading in minimum time". Which different styles of reading do we employ to achieve our aim? (5)
- Q.4** a. What are the various aims of effective writing? How can we achieve them? (5)
b. Imagine that you are applying for the position of a Senior Manager. Write your Bio-data to accompany the application. (5)
- Q.5** a. Describe any two rules for keeping proximity between subject and verb. Give two examples for each. (2½+2½=5)
b. Correct the following sentences:
(i) I am very surprised.
(ii) Being a rainy day, I carried an umbrella.
(iii) Uttar Pradesh is more populous than any state in India. (1¼×4=5)
(iv) The virtue is its own reward.

Q.6 a. Read the passage given below and answer the questions that follow:

In democratic countries men are equal before the law and have a voice in deciding how and by whom they shall be governed. But the sharing-out of money which means the sharing-out of food and clothing and houses and books and so on is still very unfair. While a few people live in luxury, many do not have enough to eat and drink and wear. Even in the finest of the world's cities thousands of people live in dreadful surroundings. There are many families of five or six persons who live in a single room; in this room they sleep and dress and eat their meals; in the same room they are born, and in this same room they die. And they live like this not for fun, but because they are too poor to afford another room.

- (i) In democracies which two advantages are enjoyed by the people?
- (ii) What does sharing-out of money mean?
- (ii) What does unequal distribution of wealth lead to?
- (iv) How do many people still live in big cities? (1¼×4=5)

b. Do as directed:

- (i) He is too weak to walk. [Remove 'too']
- (ii) She is a rich girl. [Change into negative without changing the meaning]
- (iii) What a fine shirt! [Change into an assertive sentence]
- (iv) I ate an apple. [Change into passive voice] (1¼×4=5)

Q.7 a. How can we overcome barriers to effective listening? (5)

b. Describe the role of Audio-Visual aids in a seminar or conference. Name a few A –V aids. (5)

Q.8 a. How would you prepare yourself for an interview? (5)

b. What is the role of group discussions in the selection process? (5)

Q.9 a. Describe the different elements in the structure of a Report. (5)

b. Which important points are to be kept in mind while writing a Business Report? (5)