

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.Voc. (Electronics & Information Technology)

(Sem.-1)

COMMUNICATIVE ENGLISH

Subject Code : BVET-103-20

M.Code : 79140

Date of Examination : 17-01-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

SECTION-A

1. **Write briefly :**
 - a) Define encoding.
 - b) What is the role of the receiver in communication?
 - c) Distinguish between written and oral communication.
 - d) Mention various disadvantages of oral communication.
 - e) Make a list of physical barriers to communication.
 - f) Differentiate between interpersonal communication and mass communication.
 - g) How would you analyze a text?
 - h) What is a business letter?
 - i) Differentiate between personal and social communication.
 - j) Define horizontal communication.

SECTION-B

2. Define formal communication? Also, explain its various channels giving relevant examples.
3. Discuss in detail various psychological barriers to communication. Also, write measures to overcome these barriers.
4. Differentiate between summarizing and paraphrasing. Write steps involved in the process of summarizing.
5. Trident Technologies, Faridabad is launching a new mobile set with the latest configurations next month. Assuming yourself to be the Area Sales Manager, write a sales letter inventing necessary details to be sent to all the wholesalers of your area for promoting its sale. Invent the necessary details.
6. Write a detailed note on the significance of business documentation.

SECTION-C

7. What is a communication model? Discuss various types of communication models and their significance.
8. *‘Whether an organization is small or large, it is communication that binds the organization together.’* In the light of the given statement, discuss the process and various forms of communication.
9. Fresh life Beverages wants to introduce a new soft drink in the market. The Director of the company has assigned the Production Manager to make proper investigation about the taste, advertising, transport, customers' needs and cost of the product to make it an instant hit. Now assuming yourself to be the Production Manager, write a report to be submitted to the Director. Invent the necessary details.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.