

# C.U.SHAH UNIVERSITY

## Winter Examination-2015

Subject Name: Professional Communication

Subject Code: 4TE01PRC1

Branch: B.Tech (All)

Semester: 1

Date: 30 / 11 / 2015

Time: 10:30 To 01:30

Marks: 70

Instructions:

- (1) Use of Programmable calculator & any other electronic instrument is prohibited.
- (2) Instructions written on main answer book are strictly to be obeyed.
- (3) Draw neat diagrams and figures (if necessary) at right places.
- (4) Assume suitable data if needed.

**Q-1** Each of the following questions has four options. Choose the most appropriate option from it and rewrite the sentence. (14)

- a) In English Spoken language, there are total \_\_\_\_\_ sounds.  
i) 20                      ii) 24                      iii) 44                      iv) 46
- b) In the word 'cool', which vowel sound is present?  
i) / u /                      ii) / u: /                      iii) / i: /                      iv) / O /
- c) A tall boy who is my younger brother runs very swiftly. The underlined word in this sentence is \_\_\_\_\_.  
i) Adverb                      ii) Noun                      iii) Adjective                      iv) Conjunction
- d) The noun form of the word 'Enjoy' is \_\_\_\_\_.  
i) Joy                      ii) Joyful                      iii) Enjoyment                      iv) Enjoying
- e) The person who helps passengers to carry their luggage is known as \_\_\_\_\_.  
i) Labour                      ii) Coolie                      iii) Plumber                      iv) Care taker
- f) Which pair of the words in the following will be known as homophone?  
i) Sun : son                      ii) Accept : Except                      iii) Bad: bed                      iv) beg : bag
- g) When you appeal any person by your emotions, is known as \_\_\_\_\_.  
i) Logos                      ii) Ethos                      iii) Pathos                      iv) Karros
- h) When we speak the word 'University', the primary stress is given on sound \_\_\_\_\_.  
i) / j /                      ii) / v /                      iii) /s/                      iv) / t /
- i) He is doing his work excellently. The underlined word in this sentence is \_\_\_\_\_.  
i) Noun                      ii) Preposition                      iii) Pronoun                      iv) Adjective
- j) Meera dances gracefully on the stage. The underlined word in this sentence is \_\_\_\_\_.  
i) Adjective                      ii) Adverb                      iii) Pronoun                      iv) None
- k) Rakesh is more fluent in speaking English. The underlined word in this sentence is \_\_\_\_\_.  
i) Adjective                      ii) Adverb                      iii) Pronoun                      iv) None
- l) When the CEO of the company is communicating to his secretary, is called \_\_\_\_\_ flow of communication.  
i) Upward                      ii) Downward                      iii) Horizontal                      iv) Diagonal
- m) In business letters, the c.c. means \_\_\_\_\_.





- (b) Write phonetic transcriptions for the following words: (04)  
1) College 2) Beggar 3) Train 4) Cow

**Q-7** **Attempt all questions** (14)

- (a) Construct a coherent paragraph on “Words are mightier than swords.” (07)

- (b) As a Purchase Manager of Hasmukh Traders, Mehsana, write a letter of placing an order to one of the authorized dealers in Delhi, asking for various home furniture required for your show room as festive season is near.(Use Modified Block Style) (07)

**Q-8** **Attempt all questions** (14)

- (a) Write a letter of inviting a quotation for 100 computer systems you need for starting a latest computer center in your college. Address your letter to HCL Pvt. Ltd., Kachibowli, Hyderabad. (Use Modified Block Style) (07)

- (b) Discuss the main principles of writing business letters. (07)

