

Enrollment No: _____ Exam Seat No: _____

C. U. SHAH UNIVERSITY
Summer Examination-2018

Subject Name: Communication Skills in English - II

Subject Code: 4CO04CSE1

Branch: B.Com.

Semester: 4

Date: 08/05/2018

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. Attempt the following questions: 14

- a) To read quickly, without pausing to study the details is called
a. skimming b. scanning c. paraphrasing
- b) A _____ may be used for conveying a renewed instruction or change in working hours or for conveying a new scheme or any facility to employees.
a. memo b. circular c. report
- c) 'We appeal to all employees to contribute generously to the relief fund for the rehabilitation of the affected people' can be a line of
a. memo b. circular c. report
- d) 'Failure to punctuality would invite indisciplinary action' can be a line of
a. a letter b. a report c. a memo
- e) 'Please send me your illustrated catalogue and price list.' can be a line of
a. an order letter b. a complaint letter c. an inquiry letter
- f) 'We hereby confirm the order and request you to supply', can be a line of
a. an order letter b. a complaint letter c. an inquiry letter
- g) 'The goods are received in a damaged condition, hence I have to ask for a replacement or refund', can be a line of
a. an order letter b. a complaint letter c. an inquiry letter
- h) 'We apologise for the error and assure you of our best services at all times', can be a line of
a. an adjustment letter b. a complaint letter c. an enquiry letter
- i) The word 'comprehension' means
a. explanation b. perception c. writing
- j) Stories are usually written in _____ tense.
a. past b. present c. future
- k) A moral can be added at the end of a _____.
a. letter b. memo c. story
- l) A _____ is a document which describes an opinion, situation etc. through observation, enquiry, collection of data etc.
a. circular b. report c. story
- m) 'The Old man and the Sea' is written by
a. R. K. Narayan b. Sudha Murthy c. Earnest Hemingway
- n) Which of the followings should contain the receiver's and sender's designation, subject line, date and content.
a. circular b. report c. memo

Attempt any four questions from Q-2 to Q-8

Q-2 Attempt all questions (14)

- a) Write in detail the objectives of circular and memorandum. (7)
- b) What are the characteristics of good essay writing? (7)



- Q-3 Attempt all questions (14)**
- a) Write the different techniques of reading. (7)
- b) Explain the terms scanning, skimming and paraphrasing. (7)
- Q-4 Attempt all questions (14)**
- a) What is report? Write about the different types of report. (7)
- b) How many types of stories are there? Clearly state your knowledge about all of them. (7)
- Q-5 Attempt all questions (14)**
- a) Write a memo warning an employee on account of being habitually late. (7)
- b) Write a circular appealing all the employees to donate generously to the flood affected people in the eastern region of India. (7)
- Q-6 Attempt all questions (14)**
- a) You have passed the 12th Science examination and want to join B.Sc. degree course. Write a letter of inquiry to know the detail of the courses taught in your intend institution. (7)
- b) Place an order in tabular form for different sizes of gents' shirts for your showroom at Surendranagar, Gujarat. (7)
- Q-7 Attempt all questions (14)**
- a) Describe Hemingway's portrayal of Santiago's relationship with the sea in "The Old man and the Sea". (7)
- b) Write an essay on 'Books and Reading' or 'Spreading Greenery for a Healthy living'. (7)
- Q-8 Attempt all questions (14)**
- a) Construct readable story from the following outlines. (7)
- An old lady becomes blind---calls a doctor---agrees to pay large fee if cured, but nothing if not---doctor calls daily---covets lady's furniture---delays the cure---every day takes away some of her furniture---at last cures her---demands his fees---lady refuses to pay, saying cure is not complete---doctor brings a court case---judge asks lady why she will not pay---she says sight not properly restored---she cannot see all her furniture---judge gives verdict in her favour---moral.
- b) Happy is the man who acquires the habit of reading when he is young. He has secured a life-long source of pleasure, instruction and inspiration. So long as he has his beloved books, he need never feel lonely. He always has a pleasant occupation of leisure moments, so that he need never feel bored. He is the possessor of wealth more precious than gold. Ruskin calls books. "Kings' Treasures" – treasuries filled, not with gold and silver and precious stones, but with riches much more valuable than these-knowledge, noble thoughts and high ideals. Poor indeed is the man who does not read, and empty is his life. (7)

Read the passage carefully and answer the questions below.

- (a) Who are called happy?
- (b) Why a reader never feels lonely and bored?
- (c) What Ruskin says about books?
- (d) Give a title to the above paragraph.

