

2021

COMMUNICATIVE ENGLISH — MAJOR

Fifth Paper

Full Marks : 100

*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

(Introduction to Media)

1. Answer **any three** questions :

- (a) Write about the concepts of the following in just one line : 4×3
- Communication process
  - Message in communication process
  - Channel in communication process
  - Feedback in communication process
  - Noise in communication process
  - Semantic barrier in communication process
- (b) Point out four outstanding elements that make Television the most popular and effective media. How does satellite television promote the cultural-globalization in India? 7+5
- (c) Mention the outstanding features of Radio as a mass media and discuss in short about Radio programme format and genres. 6+6
- (d) Discuss the differences between Interpersonal Communication and Mass Communication. Elaborate on the elements that act as 'barriers' to communication process. 5+7
- (e) Analyze the skills required by a presenter for either Radio or TV programmes. 12
- (f) Write short notes on **any three** of the following : 4×3
- (i) Facebook
  - (ii) FM Radio
  - (iii) Soap Opera
  - (iv) Reality Shows
  - (v) Radio Commercials.

2. Structure a 30 sec. commercial (advertisement) for a baby food (to be shown on TV aiming at middle class mothers). Mention in one-liner, its USP. Present it in the form of a storyboard. 6+2+6

**Please Turn Over**

**Or,**

Take a personality of your choice and prepare an interview script with introduction, conclusion and relevant questions (no imaginary answers) for a popular weekly Radio programme called 'Face To Face'. 4+4+6

3. Choose the CORRECT OPTION and write that on your answer script (*any five*) : 2×5

- (a) Verbal communication is
- (i) Continuous
  - (ii) Discontinuous
  - (iii) Partial
  - (iv) Untimely.
- (b) Mistake in news reading is known as
- (i) Fluff
  - (ii) Foot in the door
  - (iii) Ident
  - (iv) Lift.
- (c) In the year 1930, All India Radio was known as \_\_\_\_\_
- (i) Aakash Vani
  - (ii) Indian Broadcasting Company
  - (iii) Indian Broadcasting Service
  - (iv) Vividh Bharati.
- (d) The key Narrator of a newscast or programme is called
- (i) Announcer
  - (ii) Reader
  - (iii) Editor
  - (iv) Anchor.
- (e) Which name is associated with television?
- (i) Marconi
  - (ii) Nielson
  - (iii) Farnsworth
  - (iv) Edison.
- (f) Unsolicited email advertising is known as
- (i) Newsgroups
  - (ii) Junk advertisements
  - (iii) Spam
  - (iv) None of these.

**Group - B****(English for Business Communication)**

4. (a) Write a letter inviting a quotation for some office furniture your organization requires – (Invent the necessary details as the ‘Purchase Manager’ of your organization). Send the letter to ‘Modern Décor’ – 13, M.G. Road, Kolkata – 700 009. 13

*Or,*

- (b) Write a letter to the Head of your Institution asking for a certificate of recommendation and explaining the reason for it. 13
5. (a) Assuming yourself the secretary of the Sports Committee of your college, write a notice for a meeting that is going to be held next week. Prepare the agenda for the meeting. 6+6

*Or,*

- (b) As the General Manager of your company ABC Enterprise, write a memo for all the Sectional Heads announcing one hour of extra work each day and ‘Saturdays’ as holidays. 12
6. (a) Send an e-mail to the Secretary of the Students’ Union of a neighboring college, requesting him/her to attend a seminar organized by the Department of Communicative English of your college. 10
- (b) Say whether the following statements are True (T) or False (F) : 5
- (i) A good adjustment letter helps an organization sustain its business.
  - (ii) It is customary to prepare an office copy of every business letter received by an organization.
  - (iii) A job application letter is self-advertisement.
  - (iv) Use of business jargon is essential for writing a business letter.
  - (v) A sales letter is like an advertisement.
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