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Total Number of Pages : 02

IMBA
16IMN101

1st Semester Regular / Back Examination: 2021-22
ENGLISH LANGUAGE COMMUNICATION - I

BRANCH(S): IMBA

Time : 3 Hours

Max Marks : 100

Q.Code : OF657

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions :

(2×10)

- a) Why is feedback important in the process of communication?
- b) A video without sound track is an example of _____ communication.
(Fill in the blank with the right word.)
- c) Differentiate between hearing and listening.
- d) Which reading skill is used to get the main idea of a text?
- e) *Someone has broken the window.*
(Change the voice.)
- f) Write phonetic symbols for the first sound in these words:
 - (i) Yes
 - (ii) Them
- g) What do you mean by the Grapevine of an organization?
- h) Give phonemic transcription of the following words:
 - (i) List
 - (ii) Least
- i) *The informations sent by you are not sufficient.*
(Correct the error(s) in the sentence.)
- j) *I am on time.* _____
(Supply the right question tag.)

Part-II

Q2 (Answer Any Eight out of Twelve.)

(6×8)

- a) What is "Active Listening"? Briefly describe how active listening can improve your listening skill.
- b) Give a brief account of any three psychological barriers to communication.
- c) Draw a diagram of the process of communication, and explain it.
- d) "Time and Tense are not the same". Explain with suitable examples.
- e) Show syllable division and mark stress in the following words:
 - (i) information
 - (ii) understand
 - (iii) psychology
- f) Write a note on the importance of Audience Analysis in communication.

g) What is a "minimal pair"? Write the three minimal pairs which are present in the following list:

- (i) Knit
- (ii) cake
- (iii) bite
- (iv) late
- (v) write
- (vi) net
- (vii) shake
- (viii) live
- (ix) read

h) What is the significance of Eye Contact in communication?

i) Discuss any two characteristics of effective speaking.

j) Mark stress and intonation in the sentences below:

- (i) She has won the gold medal for debating.
- (ii) Please get me a glass of water.

k) Give a brief account of different strategies for effective reading.

l) Examine the role of cohesion and coherence in achieving unity in a piece of writing.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3 Discuss Murphy's 7C's of effective communication. Which of these C's is the most important from your point of view? Justify your answer. **(16)**

Q4 "Whether an organization is small or large, it is communication that binds it together". Discuss the flow of communication in an organization in the light of this statement. **(16)**

Q5 "It is not just the body language but other paralinguistic features which contribute to the effectiveness of a professional speech". Elucidate. **(16)**

Q6 a) Correct the errors in the following sentences. **(8)**

1. A lot of time have been wasted on unnecessary meetings.
2. We are not invite them to the party.
3. I will visit Similipal when I will pay a visit to my uncle in Baripada.
4. Making men believe in women's calibre is the toughest thing said seema.

b) What is "intonation"? Which sentence patterns usually take the falling tone? Illustrate with examples. **(8)**