



PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF COMMERCE/MANAGEMENT/INFORMATION SCIENCE

TEST 1

Sem & AY: Odd Sem. 2019-20

Date: 01.10.2019

Course Code: LNG 106

Time: 01.00PM to 02.00PM

Course Name: COMMUNICATIVE ENGLISH-I

Max Marks: 30

Program & Sem: B.Com/B.Com (Hons.)/B.B.A/B.B.A (Aviation)/B.C.A Weightage: 15%

Instructions:

- I. Answer all the Questions.

Part A [Memory Recall Questions]

Answer all the Questions. Each Question carries one mark. (5Qx1M=5M)

1. The following types of listening is followed by skilled listeners.

a) Critical listening	b) Appreciative listening
c) Discriminative listening	d) Comprehensive listening

(C.O.NO.1) [Knowledge]
2. _____ is the last step of the listening process. (C.O.NO.1) [Knowledge]

a) Receiving	b) Interpreting	c) Responding	d) Stop talking
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3. _____ is not a barrier to the listening process. (C.O.NO.1) [Knowledge]

a) Lack of interest	b) Ego	c) Confidence	d) Noise
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Select the option which best expresses the same sentence in indirect speech.

4. Nazir said, "I did my duty with full justice". (C.O.NO. 2) [Knowledge]

A). Nazir said that he had done his duty with full justices.
B). Nazir said he had done his duty with full justice.
C). Nazir asked if he had done his duty with full justice.
D). Nazir said that he was doing his duty with full justice.
5. Tariq said, "Hurrah! I have won the match"! (C.O.NO. 2) [Knowledge]

A). Tariq exclaimed with joy that he had won the match.
B). Tariq said with joy that he had won the match.
C). Tariq exclaimed with joy, he had won the match.
D). Tariq exclaimed with joy that he has won the match.

Part B [Thought Provoking Questions]

Answer both the Questions. Each Question carries five marks. (2Qx5M=10M)

6. Explain any five barriers of effective listening process with suitable example.
(word limit-200 words) (C.O.NO.1) [Comprehension]
7. Identify the main point and supporting details of the given passage.
(C.O.NO.1) [Application]

People in my family love our dog Punch. However, I have several reasons for wanting to get rid of Punch. First of all, he knows I don't like him. Sometimes he gives me an evil look and curls his top lip back to show me his teeth. The message is clearly, "Someday I'm going to bite you." Another reason to get rid of Punch is he sheds everywhere. Every surface in our house is covered with Punch hair. I spend more time brushing it off my clothes than I do mowing the lawn. Last of all, Punch is an early riser, while (on weekends) I am not. He will start barking and whining to go outside at 7 a.m., and it's my job to take care of him. When I told my family that I had a list of good reasons for getting rid of Punch, they said they would make up a list of reasons to get rid of me.

Part-C [Problem Solving Questions]

Read the following case study and answer the following questions:

(1QX15M=15M)

8. There are times when teachers are too busy to listen to their students' difficulties. Students find them preparing the next day's lecture, correcting scripts, or discussing college problems with other teachers.
Geeta, a BBA student, finds herself approaching her program coordinator, who seldom encourages students to discuss their personal problems or any course-related questions or concerns. The teacher brushes her off saying she is too busy.
Geeta: Madam?
Ms. Srivastava: Yes?
Geeta: Can I talk to you just for a minute? I need your help.
Ms. Srivastava: Not now, Geeta. I am marking papers.
Geeta: Can I see you after my class, please?
Ms. Srivastava: Not today. I have to attend the faculty meeting and then I have to prepare tomorrow's lecture. And I also have to enter these marks in the grade sheet. Today, I am too busy. Why don't you go to Rita madam?
Geeta: Madam, I had actually first gone to Rita madam. She also told me she was not free. She was very busy with the college's Annual Day function preparations.
Ms. Srivastava: Yes, Geeta, we all are very busy till the end of this month.

Answer the following Questions:

- a. Discuss the barriers to sympathetic listening as shown by the responses of the teacher to Geeta.
- b. According to you, what is the real reason for the teacher's inability to listen to Geeta? Are they really too busy to listen to students' problems?
- c. 'I am too busy'. Explain this statement that shows the nature of the responses of some teachers?

K =Knowledge Level C = Comprehension Level, A = Application Level Note: While setting all types of questions the general guideline is that about 60% of the questions must be such that even a below average students must be able to attempt, About 20% of the questions must be such that only above average students must be able to attempt and finally 20% of the questions must be such that only the bright students must be able to attempt.

[I hereby certify that all the questions are set as per the above guidelines. Dr. Ramani Challa]

Reviewers' Comments

Annexure- II: Format of Answer Scheme

SCHOOL OF COMMERCE/MANAGEMENT/INFO.SCIENCES



SOLUTION –SET-A

Date: 01 October 2019

Time: 01.00 to 02.00 pm

Max Marks: 30

Weightage: 15%

Semester: 1

Course Code: LNG106

Course Name: Communicative English- I

Part A

(5x1 = 5 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
1	Critical Listening – option-a	1x1=1	2
2	Responding - option-c	1x1=1	2
3	Confidence - option-c	1x1=1	2
4	Option - b	1x1=1	2
5	Option - a	1x1=1	2

Part B

(2x5 =10 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
6.	Five barriers of effective listening process: 1. Physical barriers 2. Attitudinal barriers 3. Gender barriers 4. Physiological barriers 5. Cultural barriers	1x5=5	10
7.	Main Point- I have several reasons for wanting to get rid of Punch Supporting details: 1) He knows I don't like it. 2) Punch sheds everywhere 3)Punch is an early riser 4) It disturbs all the time	1x5=5	10

Part C

(1x 15 = 15 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
8.	<p>a. Lack of empathy not understanding from students point of view, self-centric behavior.</p> <p>b. No, the teachers are not really busy. They can still manage to have a sympathetic ear to the students, which is also the responsibility of an ideal teacher.</p> <p>c. Being busy all the time is a sign of inefficiency. A teacher who does her work systematically will definitely find time to resolve student's issues. In the 21st century a teacher is expected to be a facilitator, mentor, guide and a philosopher.</p>	<p>Each question 5marks 3 relevant points - 3 Marks Grammar - and language: 2 Marks</p>	30 Minutes



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**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF COMMERCE/MANAGEMENT/INFORMATION SCIENCE

END TERM FINAL EXAMINATION

Semester: Odd Semester: 2019 - 2020

Date: 28 December 2019

Course Code: LNG106

Time: 01:00 PM to 04:00 PM

Course Name: COMMUNICATIVE ENGLISH-1

Max Marks: 100

Program & Sem: B.Com/BBA/B.B.A (Av.Mng)/B.C.A & I

Weightage: 50%

Instructions: (i) Read all the questions carefully and answer accordingly.
(ii) Question paper consists of 3 parts.

Part A [Memory Recall Questions]

Answer all the Questions.

(4Q=20M)

1. I. Answer both the questions.

(2Qx3M=6M)

(C.O.No.1) [Knowledge]

- Explain the benefits of being an active listener.
- Write a brief note on listening and hearing.

II. Change the following sentences into indirect speech.

(4Qx1M=4M)

(C.O.No.2) [Knowledge]

- Madhumathi said, "It has been raining since morning."
- Her friend said to Smitha, "Will you come for the meeting?"
- Ramesh said, "He is reading a book."
- Geeta said, "I should face the challenge now."

III. Answer both the questions.

(2Qx2M=4M)

(C.O.No.3) [Knowledge]

- How does effective written communication help in business environment?
- List any two types of business letters and its purpose.

IV. Answer both the questions.

(2Qx3M=6M)

(C.O.No.4) [Knowledge]

- Explain the importance of effective reading.
- Discuss any five tips to enhance the reading comprehension skills.

Part B [Thought Provoking Questions]

Answer all the Questions

(4Qx10M=40M)

2. Explain any four types of listening with suitable examples. (Word limit-200-250 words)

(C.O.NO. 1) [Comprehension]

3. Rearrange the following jumbled dialogues in their correct order to form a meaningful Conversation. Write the number order only.

(C.O.No.2) [Comprehension]

1. John: Nice to meet you, Mrs. Smith.
2. Ajay: Yes. Like I said before, the company didn't hire any other secretaries. I am very positively surprised that the situation in your hotel looks totally different. I'd like to ask you what skills do you expect me to have?
3. John: You will cooperate with Mrs Thomson and Mrs Adams. I hope you will get on well. And I'll make sure that your duties are shared in a proper way.
4. Ajay: Nice to meet you too, Mr Brown. I've got some questions about this job. Could you tell me what I'll be responsible of?
5. John: As a receptionist you will have to check if our clients are happy with the stay in our hotel. You will make sure that they have everything that they need.
6. Ajay: Will I have to do everything on my own or will I have any helpers?
7. John: And did you really do it all alone?
8. Ajay: Goodbye
9. John: I would prefer to see you wearing a dress. Is it a problem for you?
10. Ajay: I'm very happy that I won't work alone. Actually, two years ago I worked for a big company and there was nobody who could help me. I must admit that it was very hard to work there.
11. John: I understand. What exactly did that job involve?
12. Ajay: I worked there as a secretary, so I had to prepare documents, answer phones, send e-mails and use fax machines.
13. John: You're welcome..
14. John: you have to be able to speak German fluently because lots of our clients come from Germany. You also have to know how to behave in different kinds of situation because it can happen that you will have to talk with an unpleasant client.
15. Ajay: Is there a dress code?
16. John: Yes. You need to look professional and presentable. This means that you should wear elegant clothes.
17. Ajay: is it allowed to wear jeans?
18. Ajay: Of course, it isn't! Thank you for your time.
19. Ajay: You will also answer phones.
20. John: Goodbye to you too.

4. You are a sales representative for a reputed company. Write a letter to Mike Cardone of ABC Enterprises, introducing one of your new products or services. Be sure to give important details about your product/service.

(Or)

Write a letter complaining about an actual problem with a product or service that you have paid for. Request an adjustment that you feel is appropriate.

(C.O.NO. 3) [Comprehension]

5. Write an argumentative essay on the topic 'Should students be allowed to play PUBG?' in about 200-250 words.

(C.O.NO. 3) [Comprehension]

Part-C

(3Q=40Marks)

6. Identify the main point and supporting details of the given passage.

(1QX10M=10M)

(C.O.No.1) [Application]

E-commerce is gaining ground in the business world with the advancement of technology. It can be defined in a very simple way as using electronic media for conducting commerce. This involves activities like setting up an electronic interface between service provider and the target (viz. Customer), streamlining the workflow in the organization to process the requests from the customer and ultimately deliver whatever is promised. For example amazon.com, a website which acts as the

interface between the organization and its customers, has a network of many warehouses which are interlinked so that they can process the incoming requests and ultimately has a tie up with FedEx so that they can courier the goods to the customers.

Contrary to the popular belief, e-commerce is about much more than simply opening up a new, online sales channel. It's about using technology to streamline your business model, creating savings and increasing efficiency. It is about lowering costs and establishing closer, more responsive relationships with your customers, suppliers and partners. The two parties in the transaction i.e. provider of service and the target of service can be either a business or an end user (customer). Depending on this the three types of e-commerce are B2B (business to business) like Seibel technologies, B2C like amazon.com and C2C like ebay . com the companies involved in e-commerce can be classified in two categories.

One is the company that exists only on the Internet. These companies do not have physical stores or do business in the traditional way. Two examples of this are amazon.com and CdNow.com. The other type of company uses the Internet to complement its existing business. One example may be Barnes and Noble (barnes and noble.com). In addition to selling books at their stores with locations across the country, Barnes and Noble operates a web site in which customers can search for books that they may be interested in purchasing.

Write the main idea and then give the supporting details in bulleted points briefly.

7. Scenario: Complaints at work. The two workers are from same department in a company. One worker is talking about the work in a negative way (for example, working time, pressure or too much things to do). Another worker always disagrees with the first worker.

Write a dialogue between both of them. (12-14 dialogues)

(1QX10M=10M)

(C.O.No.2) [Application]

8. Directions: A. Read the following passage and answer the questions:

(10QX1M=10M)

(C.O.No.4) [Application]

Have you ever been to the beach? Did you see a man with a headset pointing a long pole at the ground? If so you might have seen a person using a metal detector. People use these devices to find metal.

Metal detectors make magnetic waves. These waves go through the ground. The waves change when they hit metal. Then the device beeps. This lets the person with the device know that metal is close.

The first metal detectors were meant to help miners. They were big. They cost a lot of money. They used a lot of power. And worst of all, they didn't work well. People kept trying to make them better.

Metal detectors got smaller. Now they are light and cheap. They also work better. That is why people bring them to the beach. They can look for rings in the water. They can look for phones in the sand. Metal detectors help them find these things. They usually just find junk though.

Metal detectors also protect people. They help to keep guns out of some places. They are in airports. They are in courthouses. Some schools use them. They help guards look for weapons. Guards use special wands to find metal on a person.

These devices save lives in other ways too. During wars, people plant bombs in the ground. When the war ends, they don't clean up their messes. This is unsafe for the people who live in those places. Others use metal detectors to find bombs. They remove them and help the people.

These devices also make clothes safer. It sounds funny, but it's true. Most clothes are made in big factories. There are lots of needles in these places. Needles break from time to time. They get stuck in the clothes. They would poke people trying them on. They don't though. That's because our clothes are scanned for metal. Isn't that nice? Let's hear it for metal detectors. They make the world a safer place.

1. Which was **not** one of the problems with the first metal detectors?

a. They were too big.

b. They were too expensive.

c. They didn't work well.

d. They were unsafe.

2. Which best describes the main idea of the second paragraph?
- a. It describes the sounds of a metal detector.
 - b. It explains how metal detectors work.
 - c. It warns about the effects of metal detectors.
 - d. It explains how magnetic waves move.

3. How do metal detectors make clothing safer?
- a. Metal detectors make sure factory machines are working the right way.
 - b. Metal detectors make sure workers don't bring weapons into factories.
 - c. Metal detectors make sure that broken needles don't get into clothing.
 - d. Metal detectors help people recover lost clothing at the beach.

4. Why were metal detectors first used?
- a. To help miners
 - b. To help security guards
 - c. To help doctors
 - d. To help soldiers

5. According to the text, metal detectors have been used in all of the following **except** which?
- a. schools
 - b. churches
 - c. courthouses
 - d. airports

6. How do metal detectors help soldiers?
- a. They warn soldiers when bullets are coming.
 - b. They help soldiers find hidden bombs.
 - c. They find weaknesses in their armor.
 - d. They create a relaxing beeping noise.

7. Why do people bring metal detectors to the beach?
- a. Metal detectors help people keep the sand clean and safe.
 - b. Metal detectors look cool.
 - c. Metal detectors help people find valuable items.
 - d. Metal detectors help guards keep weapons away from the beach.

8. Which happens first?
- a. The metal detector beeps alarmingly.
 - b. The magnetic waves hit metal and change.
 - c. The magnetic waves go through the ground.
 - d. The metal detector creates magnetic waves.

9. How did metal detectors get better over time?
- a. They became cheaper.
 - b. They became lighter.
 - c. They began working better
 - d. All of these

10. Which title would best describe the purpose of this text?
- a. A Day at the Beach: Using Your Metal Detector to Find Things
 - b. Metal Detectors: a Complete the Story of Their Invention
 - c. Magnetism and More: How a Metal Detector Works
 - d. Metal Detectors: What They Do and How We Use Them

B. Answer both the questions based on the above passage: (2Qx5M=10Marks)

- 1. How do metal detectors make save lives? Explain your answer using the text.
- 2. In your own words, explain how metal detectors make buying clothes a safer experience.

SCHOOL OF COMMERCE/MANAGEMENT/INFORMATION SCIENCE



END TERM FINAL EXAMINATION

Extract of question distribution [outcome wise & level wise]

Q. N O.	C.O.NO (% age of CO)	Unit/Module Number/Unit /Module Title	Memory recall type [Marks allotted] Bloom's Levels	Thought provoking type [Marks allotted] Bloom's Levels	Problem Solving type [Marks allotted]	Total Marks
			K	C	A	
1	CO-1-6%	Listening Skills	L			6
2	CO-2-4%	Speaking Skills	M			4
3	CO-3-4%	Writing Skills	H			4
4	CO-4-6%	Reading Skills	L			6
5	CO-1-10%	Listening Skills		M		10
6	CO-2-10%	Speaking Skills		L		10
7	CO-3-10%	Writing Skills		H		10
8	CO-4-10%	Reading Skills		L		10
9	CO-1-10%	Listening Skills			M	10
10	CO-2-10%	Speaking Skills			M	10
11	CO-3-10%	Writing Skills			H	10
12	CO-4-10%	Reading Skills			L	10
	Total Marks					100

K = Knowledge Level C = Comprehension Level, A = Application Level

Note: While setting all types of questions the general guideline is that about 60%

Of the questions must be such that even a below average students must be able to attempt, About 20% of the questions must be such that only above average students must be able to attempt and finally 20% of the questions must be such that only the bright students must be able to attempt.

I hereby certify that all the questions are set as per the above guidelines.

Faculty Signature:

Reviewer Comments:

SCHOOL OF COMMERCE/MANAGEMENT/INFORMATION SCIENCE



SOLUTION

Semester: Odd Semester: 2019 - 2020

Course Code: LNG106

Course Name: COMMUNICATIVE ENGLISH-1

Program & Sem: B.COM//B.B.A/B.B.A (Av.Mng)/B.C.A

Date: 28 Dec. 2019

Time: 01:00-04:00 p.m

Max Marks: 100

Weightage: 50 %

Part A [Memory Recall Questions]

(20M)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
1.	<p>a. Benefits of being and active listener:</p> <ul style="list-style-type: none"> • Builds deep trust • Broadens your perspective • Strengthens your patience • Makes you approachable • Increases competence and knowledge • Saves time and money • Helps detect and solve problems <p>b. Listening- Focused, Voluntary, Intentional Hearing – Accidental, Involuntary, Effortless</p>	<p>Any three points-2 marks Language-1mark Total-3m</p> <p>Relevant answer-2 marks Language-1mark Total-3m</p>	15min
2.	<p>a. Madhumathi said that it had been raining since morning. b. Her friend asked Smitha whether she would come for the meeting. c. Ramesh said that he was reading a book. d. Geeta said that she should face the challenge then.</p>	<p>Grammatically correct answer-4qx1m-4m</p>	10min
3.	<p>a. Written communication in business:</p> <ul style="list-style-type: none"> • Can be edited and revised several times. • Serves as a permanent record • Enables recipient to take time for review • More appropriate for complex business needs with facts and figures • Leads to increased customer/client satisfaction <p>b. Types of business letters and their purpose:</p> <ul style="list-style-type: none"> • Inquiry letters- To make an enquiry of product or service • Sales letters- Introduce new products • Order letters- Placing an order • Claim letters- Against unsatisfactory work • Complaint letters- Bring your grievance to the notice of concerned party • Appointment letters- Invitation to a business meetings etc., 	<p>Any two points with correct language-2 marks</p> <p>2qx2m-4m</p>	15min

4.	<p>a. Tips to improve reading comprehension:</p> <ul style="list-style-type: none"> • Do not memorize • Do not read the passage first • Do not over emphasize on vocabulary • Ignore trivial details • Don't completely rely on trigger words • Make notes if possible • Opening and closing paragraphs needs more focus • Constantly question yourself while reading the passage <p>b. Reading and its importance</p> <ul style="list-style-type: none"> • Exposes to new things • Promotes Self-improvement • Improves understanding • Improves communication • Helps in gaining from others experiences • Boosts imagination and creativity 	<p>Any three points-2 marks Language-1mark 2qx3m-6m</p>	15min
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Part B [Thought Provoking Questions]

(4Qx10M = 40M)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
5.	<p>Types of listening-</p> <ul style="list-style-type: none"> • Discriminative - Example • Comprehensive - Example • Relationship - Example • Critical - Example • Appreciative - Example 	<ul style="list-style-type: none"> • Any four types of listening with suitable examples- 8m • Language and accuracy- 2m <p>Total-10m</p>	15min
6.	Correct order— a, e, c, g, d, i, b, f, j, h, k	<p>Each sentence – 1m Total-10m</p>	10min
7.	<p>Business Letter</p> <ul style="list-style-type: none"> • Sender's address • Date • Receiver's address • Salutation • Subject • Body • Thanking • Signature • Enclosures(optional) <p>(Students individual responses depend on their ability)</p>	<ul style="list-style-type: none"> • Format – 2m • Body of the letter-6m • Grammar and Language-2m <p>Total-10m</p>	15min
8.	<p>a. They were big, very expensive and consumed lot of power.</p> <p>b. Needles in factories break from time to time and poke people while trying clothes. These needles are detected by metal detectors.</p> <p>c. Metal detectors are used to detect planted bombs during war and traces the left over bombs after the war.</p> <p>d. To trace rings in water and phones in sand</p> <p>e. Size is reduced, affordable cost and light in weight.</p>	10marks	15min

Part C [Problem Solving Questions]

(4Qx10M = 40M)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
9.	<p>Main idea—E-Commerce and its development</p> <p>Supporting details –</p> <ul style="list-style-type: none"> • Acts as an electronic interface between service provider and the customer • Uses technology to streamline business model. • Creates savings and increases efficiency • Types of E-Commerce— <ol style="list-style-type: none"> a. Companies available only on online and does not exist physically b. Traditional stores which exist to complement their business. 	<p>Main idea-2 marks</p> <p>Each supporting details—8 marks</p>	15min
10.	<p>Meaningful Conversations- Using right expressions while making queries and while responding (Students individual responses depend on their ability)</p>	<ul style="list-style-type: none"> • Clear communication with relevant phrases 14-15 dialogues- 7 • Grammar and Language-3marks 	15min
11.	<p>Clear Introduction-2marks</p> <p>Supporting paragraphs in the body of the essay-4marks</p> <p>Effective conclusion-2marks</p> <p>Language, grammar, argumentative style of writing – 2marks</p>	10marks	20min
12.	<ol style="list-style-type: none"> a. Aristotle felt the need for repetition to develop good habits in students; Socrates felt that students need to be constantly questioned b. It is not practically applicable c. It refers to something which is of ceaseless importance d. Yes. Plato's beliefs were democratic but not his suggested practices e. Facts change with the changing times, hence, they are not of the utmost importance when aiming for holistic education. 	10marks	20min



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BENGALURU**

SCHOOL OF COMMERCE/MANAGEMENT/INFORMATION SCIENCE

END TERM FINAL EXAMINATION

Semester: Odd Semester: 2019 - 2020	Date: 28 December 2019
Course Code: LNG106	Time: 01:00 PM to 04:00 PM
Course Name: COMMUNICATIVE ENGLISH-1	Max Marks: 100
Program & Sem: B.Com/BBA/B.B.A (Av.Mng)/B.C.A & I	Weightage: 50%

Instructions: (i) Read all the questions carefully and answer accordingly.
(ii) Question paper consists of 3 parts.

Part A [Memory Recall Questions]

Answer all the Questions. (4Q=20M)

1. I. Answer both the questions. (2Qx3M=6M)
(C.O.No.1) [Knowledge]
 - a. Explain the benefits of being an active listener.
 - b. Write a brief note on listening and hearing.
- II. Change the following sentences into indirect speech. (4Qx1M=4M)
(C.O.No.2) [Knowledge]
 - a. Madhumathi said, "It has been raining since morning."
 - b. Her friend said to Smitha, "Will you come for the meeting?"
 - c. Ramesh said, "He is reading a book."
 - d. Geeta said, "I should face the challenge now."
- III. Answer both the questions. (2Qx2M=4M)
(C.O.No.3) [Knowledge]
 - a. How does effective written communication help in business environment?
 - b. List any two types of business letters and its purpose.
- IV. Answer both the questions. (2Qx3M=6M)
(C.O.No.4) [Knowledge]
 - a. Explain the importance of effective reading.
 - b. Discuss any five tips to enhance the reading comprehension skills.

Part B [Thought Provoking Questions]

Answer all the Questions (4Qx10M=40M)

2. Explain any four types of listening with suitable examples. (Word limit-200-250 words)
(C.O.NO. 1) [Comprehension]
3. Rearrange the following jumbled dialogues in their correct order to form a meaningful Conversation. Write the number order only.
(C.O.No.2) [Comprehension]

1. John: Nice to meet you, Mrs. Smith.
2. Ajay: Yes. Like I said before, the company didn't hire any other secretaries. I am very positively surprised that the situation in your hotel looks totally different. I'd like to ask you what skills do you expect me to have?
3. John: You will cooperate with Mrs Thomson and Mrs Adams. I hope you will get on well. And I'll make sure that your duties are shared in a proper way.
4. Ajay: Nice to meet you too, Mr Brown. I've got some questions about this job. Could you tell me what I'll be responsible of?
5. John: As a receptionist you will have to check if our clients are happy with the stay in our hotel. You will make sure that they have everything that they need.
6. Ajay: Will I have to do everything on my own or will I have any helpers?
7. John: And did you really do it all alone?
8. Ajay: Goodbye
9. John: I would prefer to see you wearing a dress. Is it a problem for you?
10. Ajay: I'm very happy that I won't work alone. Actually, two years ago I worked for a big company and there was nobody who could help me. I must admit that it was very hard to work there.
11. John: I understand. What exactly did that job involve?
12. Ajay: I worked there as a secretary, so I had to prepare documents, answer phones, send e-mails and use fax machines.
13. John: You're welcome..
14. John: you have to be able to speak German fluently because lots of our clients come from Germany. You also have to know how to behave in different kinds of situation because it can happen that you will have to talk with an unpleasant client.
15. Ajay: Is there a dress code?
16. John: Yes. You need to look professional and presentable. This means that you should wear elegant clothes.
17. Ajay: is it allowed to wear jeans?
18. Ajay: Of course, it isn't! Thank you for your time.
19. Ajay: You will also answer phones.
20. John: Goodbye to you too.

4. You are a sales representative for a reputed company. Write a letter to Mike Cardone of ABC Enterprises, introducing one of your new products or services. Be sure to give important details about your product/service.

(Or)

Write a letter complaining about an actual problem with a product or service that you have paid for. Request an adjustment that you feel is appropriate.

(C.O.NO. 3) [Comprehension]

5. Write an argumentative essay on the topic 'Should students be allowed to play PUBG?' in about 200-250 words.

(C.O.NO. 3) [Comprehension]

Part-C

(3Q=40Marks)

6. Identify the main point and supporting details of the given passage.

(1QX10M=10M)

(C.O.No.1) [Application]

E-commerce is gaining ground in the business world with the advancement of technology. It can be defined in a very simple way as using electronic media for conducting commerce. This involves activities like setting up an electronic interface between service provider and the target (viz. Customer), streamlining the workflow in the organization to process the requests from the customer and ultimately deliver whatever is promised. For example amazon.com, a website which acts as the

interface between the organization and its customers, has a network of many warehouses which are interlinked so that they can process the incoming requests and ultimately has a tie up with FedEx so that they can courier the goods to the customers.

Contrary to the popular belief, e-commerce is about much more than simply opening up a new, online sales channel. It's about using technology to streamline your business model, creating savings and increasing efficiency. It is about lowering costs and establishing closer, more responsive relationships with your customers, suppliers and partners. The two parties in the transaction i.e. provider of service and the target of service can be either a business or an end user (customer). Depending on this the three types of e-commerce are B2B (business to business) like Seibel technologies, B2C like amazon.com and C2C like ebay . com the companies involved in e-commerce can be classified in two categories.

One is the company that exists only on the Internet. These companies do not have physical stores or do business in the traditional way. Two examples of this are amazon.com and CdNow.com. The other type of company uses the Internet to complement its existing business. One example may be Barnes and Noble (barnes and noble.com). In addition to selling books at their stores with locations across the country, Barnes and Noble operates a web site in which customers can search for books that they may be interested in purchasing.

Write the main idea and then give the supporting details in bulleted points briefly.

7. Scenario: Complaints at work. The two workers are from same department in a company. One worker is talking about the work in a negative way (for example, working time, pressure or too much things to do). Another worker always disagrees with the first worker.

Write a dialogue between both of them. (12-14 dialogues)

(1QX10M=10M)

(C.O.No.2) [Application]

8. Directions: A. Read the following passage and answer the questions:

(10QX1M=10M)

(C.O.No.4) [Application]

Have you ever been to the beach? Did you see a man with a headset pointing a long pole at the ground? If so you might have seen a person using a metal detector. People use these devices to find metal.

Metal detectors make magnetic waves. These waves go through the ground. The waves change when they hit metal. Then the device beeps. This lets the person with the device know that metal is close.

The first metal detectors were meant to help miners. They were big. They cost a lot of money. They used a lot of power. And worst of all, they didn't work well. People kept trying to make them better.

Metal detectors got smaller. Now they are light and cheap. They also work better. That is why people bring them to the beach. They can look for rings in the water. They can look for phones in the sand. Metal detectors help them find these things. They usually just find junk though.

Metal detectors also protect people. They help to keep guns out of some places. They are in airports. They are in courthouses. Some schools use them. They help guards look for weapons. Guards use special wands to find metal on a person.

These devices save lives in other ways too. During wars, people plant bombs in the ground. When the war ends, they don't clean up their messes. This is unsafe for the people who live in those places. Others use metal detectors to find bombs. They remove them and help the people.

These devices also make clothes safer. It sounds funny, but it's true. Most clothes are made in big factories. There are lots of needles in these places. Needles break from time to time. They get stuck in the clothes. They would poke people trying them on. They don't though. That's because our clothes are scanned for metal. Isn't that nice? Let's hear it for metal detectors. They make the world a safer place.

1. Which was **not** one of the problems with the first metal detectors?

a. They were too big.

b. They were too expensive.

c. They didn't work well.

d. They were unsafe.

2. Which best describes the main idea of the second paragraph?
- a. It describes the sounds of a metal detector.
 - b. It explains how metal detectors work.
 - c. It warns about the effects of metal detectors.
 - d. It explains how magnetic waves move.

3. How do metal detectors make clothing safer?
- a. Metal detectors make sure factory machines are working the right way.
 - b. Metal detectors make sure workers don't bring weapons into factories.
 - c. Metal detectors make sure that broken needles don't get into clothing.
 - d. Metal detectors help people recover lost clothing at the beach.

4. Why were metal detectors first used?
- a. To help miners
 - b. To help security guards
 - c. To help doctors
 - d. To help soldiers

5. According to the text, metal detectors have been used in all of the following **except** which?
- a. schools
 - b. churches
 - c. courthouses
 - d. airports

6. How do metal detectors help soldiers?
- a. They warn soldiers when bullets are coming.
 - b. They help soldiers find hidden bombs.
 - c. They find weaknesses in their armor.
 - d. They create a relaxing beeping noise.

7. Why do people bring metal detectors to the beach?
- a. Metal detectors help people keep the sand clean and safe.
 - b. Metal detectors look cool.
 - c. Metal detectors help people find valuable items.
 - d. Metal detectors help guards keep weapons away from the beach.

8. Which happens first?
- a. The metal detector beeps alarmingly.
 - b. The magnetic waves hit metal and change.
 - c. The magnetic waves go through the ground.
 - d. The metal detector creates magnetic waves.

9. How did metal detectors get better over time?
- a. They became cheaper.
 - b. They became lighter.
 - c. They began working better
 - d. All of these

10. Which title would best describe the purpose of this text?
- a. A Day at the Beach: Using Your Metal Detector to Find Things
 - b. Metal Detectors: a Complete the Story of Their Invention
 - c. Magnetism and More: How a Metal Detector Works
 - d. Metal Detectors: What They Do and How We Use Them

B. Answer both the questions based on the above passage: (2Qx5M=10Marks)

- 1. How do metal detectors make save lives? Explain your answer using the text.
- 2. In your own words, explain how metal detectors make buying clothes a safer experience.

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END TERM FINAL EXAMINATION

Extract of question distribution [outcome wise & level wise]

Q. N O.	C.O.NO (% age of CO)	Unit/Module Number/Unit /Module Title	Memory recall type [Marks allotted] Bloom's Levels	Thought provoking type [Marks allotted] Bloom's Levels	Problem Solving type [Marks allotted]	Total Marks
			K	C	A	
1	CO-1-6%	Listening Skills	L			6
2	CO-2-4%	Speaking Skills	M			4
3	CO-3-4%	Writing Skills	H			4
4	CO-4-6%	Reading Skills	L			6
5	CO-1-10%	Listening Skills		M		10
6	CO-2-10%	Speaking Skills		L		10
7	CO-3-10%	Writing Skills		H		10
8	CO-4-10%	Reading Skills		L		10
9	CO-1-10%	Listening Skills			M	10
10	CO-2-10%	Speaking Skills			M	10
11	CO-3-10%	Writing Skills			H	10
12	CO-4-10%	Reading Skills			L	10
	Total Marks					100

K = Knowledge Level C = Comprehension Level, A = Application Level

Note: While setting all types of questions the general guideline is that about 60%

Of the questions must be such that even a below average students must be able to attempt, About 20% of the questions must be such that only above average students must be able to attempt and finally 20% of the questions must be such that only the bright students must be able to attempt.

I hereby certify that all the questions are set as per the above guidelines.

Faculty Signature:

Reviewer Comments:

SCHOOL OF COMMERCE/MANAGEMENT/INFORMATION SCIENCE



SOLUTION

Semester: Odd Semester: 2019 - 2020

Course Code: LNG106

Course Name: COMMUNICATIVE ENGLISH-1

Program & Sem: B.COM//B.B.A/B.B.A (Av.Mng)/B.C.A

Date: 28 Dec. 2019

Time: 01:00-04:00 p.m

Max Marks: 100

Weightage: 50 %

Part A [Memory Recall Questions]

(20M)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
1.	a. Benefits of being and active listener: <ul style="list-style-type: none"> • Builds deep trust • Broadens your perspective • Strengthens your patience • Makes you approachable • Increases competence and knowledge • Saves time and money • Helps detect and solve problems b. Listening- Focused, Voluntary, Intentional Hearing – Accidental, Involuntary, Effortless	Any three points-2 marks Language-1mark Total-3m Relevant answer-2 marks Language-1mark Total-3m	15min
2.	a. Madhumathi said that it had been raining since morning. b. Her friend asked Smitha whether she would come for the meeting. c. Ramesh said that he was reading a book. d. Geeta said that she should face the challenge then.	Grammatically correct answer-4qx1m-4m	10min
3.	a. Written communication in business: <ul style="list-style-type: none"> • Can be edited and revised several times. • Serves as a permanent record • Enables recipient to take time for review • More appropriate for complex business needs with facts and figures • Leads to increased customer/client satisfaction b. Types of business letters and their purpose: <ul style="list-style-type: none"> • Inquiry letters- To make an enquiry of product or service • Sales letters- Introduce new products • Order letters- Placing an order • Claim letters- Against unsatisfactory work • Complaint letters- Bring your grievance to the notice of concerned party • Appointment letters- Invitation to a business meetings etc., 	Any two points with correct language-2 marks 2qx2m-4m	15min

4.	<p>a. Tips to improve reading comprehension:</p> <ul style="list-style-type: none"> • Do not memorize • Do not read the passage first • Do not over emphasize on vocabulary • Ignore trivial details • Don't completely rely on trigger words • Make notes if possible • Opening and closing paragraphs needs more focus • Constantly question yourself while reading the passage <p>b. Reading and its importance</p> <ul style="list-style-type: none"> • Exposes to new things • Promotes Self-improvement • Improves understanding • Improves communication • Helps in gaining from others experiences • Boosts imagination and creativity 	<p>Any three points-2 marks Language-1mark 2qx3m-6m</p>	15min
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Part B [Thought Provoking Questions]

(4Qx10M = 40M)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
5.	<p>Types of listening-</p> <ul style="list-style-type: none"> • Discriminative - Example • Comprehensive - Example • Relationship - Example • Critical - Example • Appreciative - Example 	<ul style="list-style-type: none"> • Any four types of listening with suitable examples- 8m • Language and accuracy- 2m <p>Total-10m</p>	15min
6.	Correct order— a, e, c, g, d, i, b, f, j, h, k	<p>Each sentence – 1m Total-10m</p>	10min
7.	<p>Business Letter</p> <ul style="list-style-type: none"> • Sender's address • Date • Receiver's address • Salutation • Subject • Body • Thanking • Signature • Enclosures(optional) <p>(Students individual responses depend on their ability)</p>	<ul style="list-style-type: none"> • Format – 2m • Body of the letter-6m • Grammar and Language-2m <p>Total-10m</p>	15min
8.	<p>a. They were big, very expensive and consumed lot of power.</p> <p>b. Needles in factories break from time to time and poke people while trying clothes. These needles are detected by metal detectors.</p> <p>c. Metal detectors are used to detect planted bombs during war and traces the left over bombs after the war.</p> <p>d. To trace rings in water and phones in sand</p> <p>e. Size is reduced, affordable cost and light in weight.</p>	10marks	15min

Part C [Problem Solving Questions]

(4Qx10M = 40M)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
9.	<p>Main idea—E-Commerce and its development</p> <p>Supporting details –</p> <ul style="list-style-type: none"> • Acts as an electronic interface between service provider and the customer • Uses technology to streamline business model. • Creates savings and increases efficiency • Types of E-Commerce— <ol style="list-style-type: none"> a. Companies available only on online and does not exist physically b. Traditional stores which exist to complement their business. 	<p>Main idea-2 marks</p> <p>Each supporting details—8 marks</p>	15min
10.	<p>Meaningful Conversations- Using right expressions while making queries and while responding (Students individual responses depend on their ability)</p>	<ul style="list-style-type: none"> • Clear communication with relevant phrases 14-15 dialogues- 7 • Grammar and Language-3marks 	15min
11.	<p>Clear Introduction-2marks</p> <p>Supporting paragraphs in the body of the essay-4marks</p> <p>Effective conclusion-2marks</p> <p>Language, grammar, argumentative style of writing – 2marks</p>	10marks	20min
12.	<ol style="list-style-type: none"> a. Aristotle felt the need for repetition to develop good habits in students; Socrates felt that students need to be constantly questioned b. It is not practically applicable c. It refers to something which is of ceaseless importance d. Yes. Plato's beliefs were democratic but not his suggested practices e. Facts change with the changing times, hence, they are not of the utmost importance when aiming for holistic education. 	10marks	20min

