

- (a) Finished
- (b) Finfish
- (c) Finnish
- (d) Finish

- 1-e. Which of these is the first step in the listening process? (CO3) 1
- (a) Stop Talking
 - (b) Receiving
 - (c) Interpreting
 - (d) Responding
- 1-f. A serious listener concentrates on: (CO3) 1
- (a) the message
 - (b) speaker's body language
 - (c) speaker's physical appearance
 - (d) other thoughts
- 1-g. In a presentation the most important role is played by (CO4) 1
- (a) speaker
 - (b) audience
 - (c) AV aids
 - (d) all of these
- 1-h. Monotony in speaking makes the presentation engrossing. (CO4) 1
- (a) TRUE
 - (b) FALSE
- 1-i. Stage fear is natural in public speaking. (CO5) 1
- (a) TRUE
 - (b) FALSE
- 1-j. The tone of the speaker should be _____. (CO5) 1
- (a) loud
 - (b) clear
 - (c) low
 - (d) soft

2. Attempt all parts:-

- 2.a. What do you mean by Intensive reading? (CO1) 2
- 2.b. Camera+recorder=? (Blending) 2
- 2.c. What is active listening? 2
- 2.d. Write at least two words using the phonetic sound symbol - /i:/ 2
- 2.e. What do you mean by 'stress' in non-verbal communication? Explain. 2

SECTION B

30

3. Answer any five of the following:-

3 Paraphrase the following text: The Koala Bear The koala bear of Australia is a living “Teddy Bear.” Its thick coat of gray fur is just as soft as the beloved toy. The koala has a large head, big ears and small, dark eyes that look at you without expression. Its nose, as black as patent leather, seems too big for the rest of its face. Long Beach City College WRSC Page 2 of 2
The koala is a gentle little animal. It is almost defenseless. Only its color protects it from enemies. The koala makes no nest. It just sits in the forked branches of a tree. Unlike a bird, it cannot balance itself with its tail—because it has no tail. It likes gum trees the best because it lives entirely on the leaves of the tree. Sometimes the supply of its special diet is used up. The koala, rather than seek food elsewhere, will stay in its own area and starve to death. (CO1) 6

3 Look at the article 6

Remote Office Secretaries

We know that in modern businesses, there are times when the office is busy and times when it is quiet. So how can you get all your work done during these busy periods? Hiring temporary staff is always difficult because you may not have office space, and you cannot always be sure of the standards. So why not give us a call?

We can provide professional administrative and secretarial support for your business. Our secretaries provide office support from fully equipped offices in their own homes. They communicate with you using email, telephone, fax or post. You can even keep track of what your secretary is working on using our 'Eagle Eye' software. You will be surprised at just how many office jobs can be accomplished virtually!

And the great thing about our Remote Office Secretaries is that you only pay for the time it takes the secretary to complete the jobs that your assign. This gives you great cost savings! There are no costs incurred advertising for temporary staff. Plus, you don't have to pay the employee's annual leave, sickness cover and overtime payments.

Our hourly rates start at £20.00 an hour. Time is charged per minute, and you can hire out an office assistant for a minimum of 1 hour. We can offer preferential rates for long-term projects and repeat contracts. There may be additional charges for telephone charges if these exceed £5.00 per week.

If this isn't enticing enough, we can also offer you the following services:

Overnight delivery services – get those reports typed up so that they are available first thing in the morning!

Event Organisation – Leave all the planning to us, so that your staff can concentrate your current projects.

Call us on 04855 758837 for more information about our services.

On

the basis of the article, decide whether the sentences (A-G) are 'Right' or 'Wrong'. If there is not enough information to answer 'Right' or 'Wrong', choose 'Doesn't Say'. A. Businesses do not have to provide equipment for Remote Office Secretaries.

a. Right b. Wrong c. Doesn't say

B. Businesses can use a computer program to see the secretary at work.

a. Right b. Wrong c. Doesn't say

C. The company 'Remote Office Secretaries' takes a percentage of each secretary's hourly rate.

a. Right b. Wrong c. Doesn't say

D. Customers can hire a secretary for thirty minutes worth of work.

a. Right b. Wrong c. Doesn't say

E. Customers who use this service regularly get a cheaper price.

a. Right b. Wrong c. Doesn't say

F. All telephone charges are included in the £20.00 per hour rate.

a. Right b. Wrong c. Doesn't say

G. The company uses secretaries living in different time zones to complete overnight work.

a. Right b. Wrong c. Doesn't say (CO1)

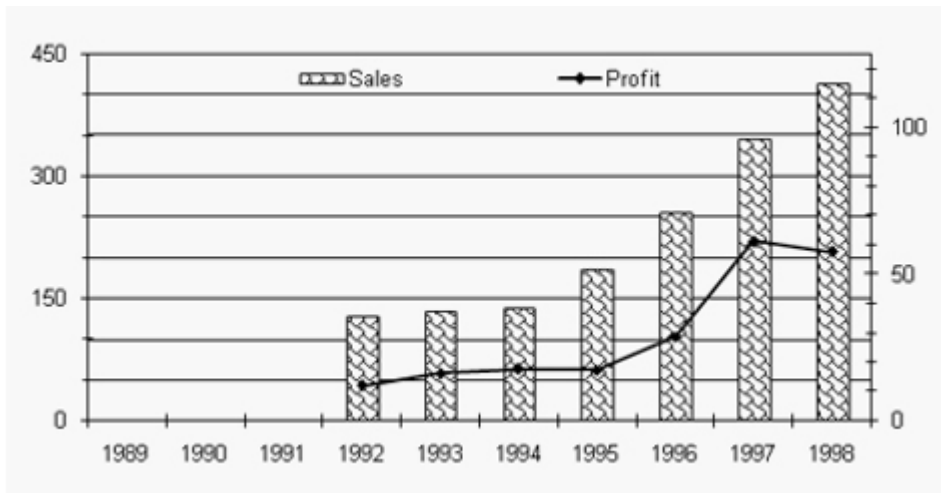
3	Identify the difference between cliché and jargon with suitable examples. (CO2)	6
3	Define the word 'Abbreviation'. (CO2)	6
3.e.	What are the essentials of active listening? (CO3)	6
3.f.	How can one improve his/her speaking skill? (CO4)	6
3.g.	What is the importance of audience and locale in formulating presentation strategies for the speaker? Analyze briefly. (CO5)	6

SECTION C

50

4. Answer any one of the following:-

4	Discuss at least five barriers to effective reading and also write how to overcome those barriers. (CO1)	10
4	Look at the graph (CO1)	10



and answer the

questions that follow: 1. Return on sales (Profit/sales) was highest in which year?

- 1995
- 1996
- 1997
- 1998

2. How many times return on sales (profit/sales) exceeded 15 % ?

- Once
- Twice
- Thrice
- Never

3. How many times growth in profit over the previous year exceeded 50% was registered?

- Once
- Twice
- Thrice
- Never

5. Answer any one of the following:-

5-a. Your friend, Raj, has invited you to a special party which, he is organising for your college teacher. Write an email to Raj. In your email, you should 10

- accept the invitation
- suggest how you could help Raj prepare for the party
- ask Raj for some ideas for a present for your teacher

Write 35 – 45 words on your answer sheet. (CO2)

5-b. Your company has just appointed a new production manager. 10

Write an email to the staff in your department:

- explaining why a new production manager was needed

- informing them of the new appointment
- telling them about the new production manager's previous experience.

Write 30 – 40 words (CO2)

6. Answer any one of the following:-

- 6-a. How can you communicate non-verbally that you are listening? (CO3) 10
- 6-b. What do you mean by selective listening? How can it be different from active listening? (CO3) 10

7. Answer any one of the following:-

- 7-a. How does locale analysis play a role in making a presentation effective? (CO4) 10
- 7-b. Is there any difference between the words 'wet and vet'. Explain. (CO4) 10

8. Answer any one of the following:-

- 8-a. What does outline of a presentation refer to? (CO5) 10
- 8-b. Discuss a few 'don'ts' in a presentation. Elaborate your answer with examples. (CO5) 10