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Total Number of Pages : 02 **IMBA**
16IMN101

1st Semester Regular/Back Examination 2019-20
ENGLISH LANGUAGE COMM-I
BRANCH : IMBA
Max Marks : 100
Time : 3 Hours
Q.CODE : HRB564

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 **Only Short Answer Type Questions (Answer All-10)** **(2 x 10)**

a) What is 'summary'? How it is different from a 'précis'?
b) Which reading strategy is applied While searching for particular information from any bulk text file?
c) 'Distance 'comes under which kind of barrier?
d) What is tonal variation?
e) How do you identify the difference between Rising and falling tone?
f) Define 'syllable'
g) What is a communication Network?
h) What do you mean by-IPA
i) What is a diphthong?
j) Differentiate between primary stress and secondary stress. [With example]

Part-II

Q2 **Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)** **(6 x 8)**

a) Explain 'coherence' and its usefulness in paragraph building
b) "I won't be able to tell the truth right now" [explain the change in meaning due to stress shift]
c) Differentiate between a verb of state and verb of event
d) Differentiate between sign language and paralanguage
e) least, paramount, test [make syllable division and identify the primary stress
f) nest, cute, flatter, education, ship, huge,[make phonemic transcription of the given words]
g) Distinguish between sign language and paralanguage.
h) Explain 'punctuation'and state preferential difference between a colon and a semicolon with example
i) State the context when falling tone is used instead of rising tone.
j) What are the conductive stage behaviour while giving oral presentation
k) What is concord? Explain with example
l) Write a short note on the role of ' prediction in reading

Part-III

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

Q3 Distinguish between filters and barriers in relation to both verbal and nonverbal communications and state ways to overcome those. **(16)**

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Q4	What are the salient features of effective communication? Highlight the areas of conflict between communication Networks in an organization.	**(16)**
Q5	The role of audience is crucial in achieving effectiveness in our communication; do you agree: Discuss various strategies of effective listening.	**(16)**
Q6	What are the stages of communication process? Explain other connected factors that influence communication.	**(16)**