

Exam. Code : 107201

Subject Code : 1775

Bachelor of Computer Application (BCA) I<sup>st</sup> Semester

COMMUNICATION SKILLS IN ENGLISH—I

Paper—V

Time Allowed—3 Hours] [Maximum Marks—50

**Note** :— Attempt any FIVE questions, selecting at least ONE question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

**SECTION—A**

1. Discuss briefly the models of Reading. 10
2. What are the different reading tactics and strategies. 10

**SECTION—B**

1. Read the passage carefully and answer the questions that follow :

Most people can remember a phone number for up to 30 seconds. When this short amount of time elapses, however, the numbers are erased from the memory. How did the information get there in the first place ? Information that makes its way to the Short Term Memory (STM) does, so *via* the sensory storage area. The brain has a filter, which only allows stimuli that is of immediate interest to pass on to the STM, also known as the working memory.

There is much debate about the capacity and duration of the short term memory. The most accepted theory comes from George A. Miller, a cognitive psychologist, who suggested that humans can remember approximately seven chunks of information. A chunk is defined as a meaningful unit of information, such as a word or name rather than just a letter or number. Modern theorists suggest that one can increase the capacity of the short term memory by chunking, or classifying similar information together.

When making a conscious effort to memorise something, such as information for an exam, many people engage in “rote rehearsal”. By repeating something over and over again, one is able to keep a memory alive. Unfortunately, this type of memory maintenance only succeeds if there are no interruptions. As soon as a person stops rehearsing the information, it has the tendency to disappear. When a pen and paper are not handy, people often attempt to remember a phone number by repeating it aloud. If the doorbell rings or the dog barks to come in before a person has the opportunity to make a phone call, he will likely forget the number instantly.

**Questions :**

- (i) How do memories get transferred ? 5
- (ii) Write the theme of the paragraph. 5
2. Read the passage carefully and answer the questions that follow :  
Young people are living in a world of immense and increasing complexities. At every turn the landscape through, which they are moving is changing faster than at any time history.

This is true economically, socially and culturally. For all National Governments there are two related priorities in planning for the future. The first is to find ways of realising the creative resources of all young people to enable them to participate in these changes positively and constructively. The second is to engage with cultural diversity, while maintaining cultural identity and social cohesion. These concerns underpin the work of the Council of Europe's project "Culture, Creativity and the Young".

At the same time, gender domination was prevalent in all societies of all times. In the ancient social system, power was always the right and monopoly of men. Isn't the female worship performed by a male dominated system in the midst of gender inequalities indicative of an attempt for equality? In the performance of folk-art forms, the system of male domination is preserved while efforts are made simultaneously for balancing the inequality.

### Questions :

(i) Which of the following oppose power structure ?

- |              |                        |
|--------------|------------------------|
| (1) Religion | (2) Ethnic culture     |
| (3) Folklore | (4) Social Constituent |

Select the correct answer by using the codes given below :

- |                 |                      |
|-----------------|----------------------|
| (a) (1) and (2) | (b) (1), (2) and (3) |
| (c) Only (3)    | (d) All of these     |
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- (ii) Which of the following statements is not true ?
- |   |                         |
|---|-------------------------|
| (1) Fertility worship are closely related to folk-art forms               |                         |
| (2) Folk arts provide a mystic qualities to her select the correct answer |                         |
| (a) Only (1)  | (b) Only (2)            |
| (c) Both (1) and (2)  | (d) Neither (1) nor (2) |
- 3

- (iii) Which of the following can be the central theme of the passage ?
- |  |
|--|
| (a) Showing the structural unit of Indian Society                |
| (b) Folk-art forms the male domination in their creation         |
| (c) Male and female depiction is folk-art                        |
| (d) Establishing a relation between religion and ethnic culture. |
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### SECTION—C

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|---|----|
| 1. Write a letter to Superintendent of Police against the increasing incidents of snatching in the town.                | 10 |
| 2. Write in sequential order :<br>If you are to conduct student body meeting, regarding election of cultural committee. | 10 |

### SECTION—D

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|---|----|
| 1. Write a memo to an employee for his absence from duty. | 10 |
| 2. Draft an auction notice for the sale of shops.         | 10 |