

FACULTY OF INFORMATICS**BCA (CBCS) I-Semester (NEW) (Main & Backlog) Examination, March 2022****Subject: Effective Communication****Time: 3 Hours****Max Marks: 70****Note: Answer all questions from Part – A
and answer any five questions from Part – B****PART - A (10 x 2 = 20 Marks)**

1. a. What is communication?
- b. What are homonyms? Give two examples.
- c. What is the difference between listening and hearing?
- d. Discuss the importance of reading?
- e. What are the three styles of communication?
- f. What is emotional quotient?
- g. Choose the correct verb form.
 - i. Where _____ (is, are) the scissors?
 - ii. Mohammed and his brothers _____ (is, are) working
- h. Correct the following sentences:
 - i. He returned back the book.
 - ii. She was given a free gift.
- i. Write one word substitutes for the following words:
 - i. That cannot be finished -
 - ii. One who gets pleasure in hurting people -
- j. Read the passage given below and answer the questions that follow:
Plants are extraordinary living things. Although they seem simple, they are actually, in some ways, more complicated than us.

For instance, a whole new plant can be grown from just a single leaf. No animal can accomplish that! The way that plants distribute their seeds is amazing too. Plants can shoot seeds from their pods, send them flying on the wind, or grow spines that attach seeds to animals' fur, spreading new generations everywhere.

Plants are also amazingly adaptable, finding ways to grow even in impossible environments, both hot and cold. Plants manufacture their own food from sunlight, absorb nutrients from the ground, and fool insects into spreading their pollen. Truly, they are some of nature's finest creations.

- i. Plants are _____, because they can grow in any environment.

a. Adaptable	b. Predictable
c. Easy	d. Despicable
- ii. A single leaf can _____

a. Fly on the wind	b. Grow into a whole new plant
c. Spread pollen	d. Explode

PART - B (5 x 10 = 50 Marks)

2. a. Discuss the features of human communication in detail, with examples.
- b. Discuss Oral and Written communication, with examples.

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3. a. What is the role and importance of communication?
b. Discuss the importance verbal and nonverbal communication with examples.
4. Discuss in detail the models of Interpersonal relationship development:
a. Johari window
b. Knapp's model
5. Discuss-
a. Persuasion techniques
b. Team work
6. a. What is cliché? Give three examples. (3)
b. Use appropriate articles (a, an, the) for the following statements. (7)
1. This is ___ easy question.
 2. Please speak ___ little louder.
 3. David is ___ best student in our class.
 4. I have never seen ___ President.
 5. She is ___ university student.
 6. Sri Lanka is ___ island.
 7. My brother bought ___ radio.
7. a. What are misplaced modifiers? Give three examples. (3)
b. Correct the following sentences: (7)
1. She is taking milk daily.
 2. They are working in our factory since 1990.
 3. The apple is tasting sweet
 4. They have left for Bombay yesterday.
 5. This book is belonging to him.
 6. Just I had finished the lesson.
 7. One should not waste his time.
8. a. Write a letter to your friend informing the safety measures that should be followed during the pandemic Covid 19.
b. Write a paragraph on 'The importance of exercise in our daily life'.
9. a. List out any five idioms that you are familiar and write its meaning by using them in sentences.
b. List out any five often confused words that you are familiar and write its meaning by using them in sentences.
10. Read the following passage and answer the questions that follow:
Various measures have been deployed to combat food inflation. Subsidies on food and fertilisers, imports of food as well as regulations to prevent hoarding farm produce did succeed in stabilising prices from time to time. But such crisis management has been able to provide only short lived relief, and prices have gone up from 2007.

Bringing down food inflation will benefit the consumer, but make prices unattractive to farmers. This will accentuate poverty. Unremunerative prices discourage investments in agriculture, causing supply side shortages, fueling inflation further. So, the most effective way of prices, ploughing a larger share of the consumer spend back to the farmer.

First we need to lower transaction costs. The Agricultural Produce Market Committee Acts mandate all farm produce should be brought to mandis for farmer pays to transport his produce over long distances, before knowing the price at which his produce would be sold, or whether any other market would have paid a better price.

The journey from farm to consumer involves multiple levels of transportation, handling expenses, commissions of agents and a mandis, adding nearly 20% cost to food prices. This absurdity was acknowledged years ago, and a new Model APMC Act recommended by the Centre in 2003.

This Model Act must be implemented in all states. Unless farmers have the freedom to sell at farm-gate or other transparent platforms directly to buyers, transaction costs will remain high and drive consumer prices higher. Next, we need to cut wastage. Anywhere from, 5% to 40% of food is wasted along the chain, depending on the perishability of the crop and the season. First, market instruments must empower farmers to produce as per tomorrow's demand, rather than be guided by yesterday's prices.

If the Forward Contracts Regulation Act is amended to permit trading in options, farmers are assured of a minimum price when sowing, based on future projections simulated by a market consensus. This will align production volumes to future demand conditions and minimise wastage.

1. What has been the overall effect of the various measures taken to combat food inflation?
 - a. Such measures have successfully stabilised prices of food items for a longer period
 - b. Such measures have proved ineffective in the long run, and the prices have gone up.
 - c. Such measures could provide only a short lived relief
 - d. Only b) and c)
2. What prompted the Centre to bring about a new Model APMC Act? Select the most appropriate option.
 - a. The earlier version of the APMC Act forced the farmers to bear huge transportation cost
 - b. The APMC Act provided that every farmer had to sell his produce only in mandis and that also through agents.
 - c. APMC Act was not acceptable to farmers, and on several occasions they had expressed their resentment against the said Act.
 - d. The APMC Act could not provide relief to farmers, rather it led the food prices to costlier by 20%.
3. Which of the following statements is contrary to the facts mentioned in the given passage?
 - a. Unremunerated prices discourage investment in agriculture resulting into supply side shortage
 - b. To contain food inflation the consumer prices should be lowered.
 - c. Market instruments must empower farmers to produce as per yesterday's demand.
 - d. The new Model of APMC Act was recommended by the centre to lower the transaction cost.

4. Choose the word which is most similar in meaning to the word 'Virtual' as used in the passage.
- Real
 - Practical
 - Authentic
 - Actual
5. Choose the word which is most similar in meaning to the word 'Simulated' as used in the passage.
- Unexpected
 - Classified
 - Delivered
 - Imitated

11. Read the following passage and answer the questions that follow:

Although children learn the use of words from the age of 02, there are no hard and fast rules about when exactly they will acquire the rudimentary skills of speaking. It may be a few months before 02 or is delayed till they are nearly three. However, it is generally known fact that children living in large families tend to pick up more words than those who live only with parents. The reason is obvious: the more word they hear, the more they learn.

But, there may still be individual differences even if the circumstances are the same. It is in the cases where a child may be less fluent in expressing himself who is liable to become angry if he is unable to say what he wants to – or as quickly as he wants to. The anger is evidently over his own deficiency. It is in such cases that a child can develop a stammer because of nervousness. On the other hand a child who is more fluent will not have any reason to lose his cool.

The situation is no different for adults. Some may be tongue-tied, especially before large crowds, whereas others may have the gift of gab. It is not impossible that these traits go back to their childhood and the speed with which they learned to speak. While the relationship between language skills and the act of anger among children was known, few studies had followed children over a long period of time.

According to researchers, two aspects of language skills appeared to help the children. While greater proficiency enabled them to interact more closely with their parents, it also helped them to distract from getting angry. Since kids now go to school from a very early age, the teachers have a better opportunity than before to inculcate linguistic talent among them which can have a beneficial effect in later life.

- According to author, which of the following factors can be the reason for the trend of angeriness among children?
 - If child is 'gift of gab'.
 - Starting study at very early age.
 - If child is unable to express himself.
 - Indifferent behaviour from parents and school teachers.
- What is the meaning of 'gift of gab'?
 - Talkative
 - Soft spoken
 - Very knowledge full
 - None of these.

3. What could be the exact age of children, when they will start learning the use of word as per passage?
 - a. Few months below 02 yrs.
 - b. Exactly at the age of 02.
 - c. 02 to 03 yrs of age
 - d. None of these

4. What can be the exact title of the passage?
 - a. Pros and cons of language skills
 - b. Language: a skill to be learned at school.
 - c. Barriers of language skills
 - d. Link between language skill and angriness.

5. What is the meaning of the word 'rudimentary'?
 - a. Advance
 - b. Classical
 - c. Basic
 - d. Initial

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