Sanjay Ghodawat University, Kolhapur
Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

2019-20
EXM/P/09/01

Year and Program:2019-20 School of Liberal Arts Department of J&MC

Course Code: MCA107 Course Title: English Communication Semester – I

FY BA

Day and Date: Monday 09/12/2019 End Semester Examination (ESE) Time: 3Hrs. 10:30 am to 1:30 pm.

Max Marks: 100

Instructions:
1) All questions are compulsory.
2) Assume suitable data wherever necessary.
3) Figures to the right indicate full marks.

		Marks	Bloom's Level	CO
Q.1	**Answer the following questions. (Any Two)**			
a)	Explain in detail with appropriate diagram, the Levels and Flows of Communication.	08	L_1	CO1
b)	Define communication and illustrate with suitable example, the types of communication.	08	L_1	CO1
c)	Explain in detail 7 Cs of effective communication .	08	L_2	CO2
Q.2	**Do as Directed.**			
a)	Identify the part of the speech of the following words: 1. and 2. under 3. wow! 4. study 5. rose 6. amalgamation 7. amalgamate 8. write	04	L_2	CO2
b)	Construct four grammatically correct and meaningful sentences in Present tense (Simple present, continuous present, present perfect and present perfect continuous) by using key words given in the bracket (Key words-write, poem, boys)	04	L_3	CO2
c)	Teachers will have finished correction. (Change the Voice)	02	L_3	CO2
d)	The peon said, "The principal is calling you". (Convert the sentence into Indirect speech)	02	L_3	CO2

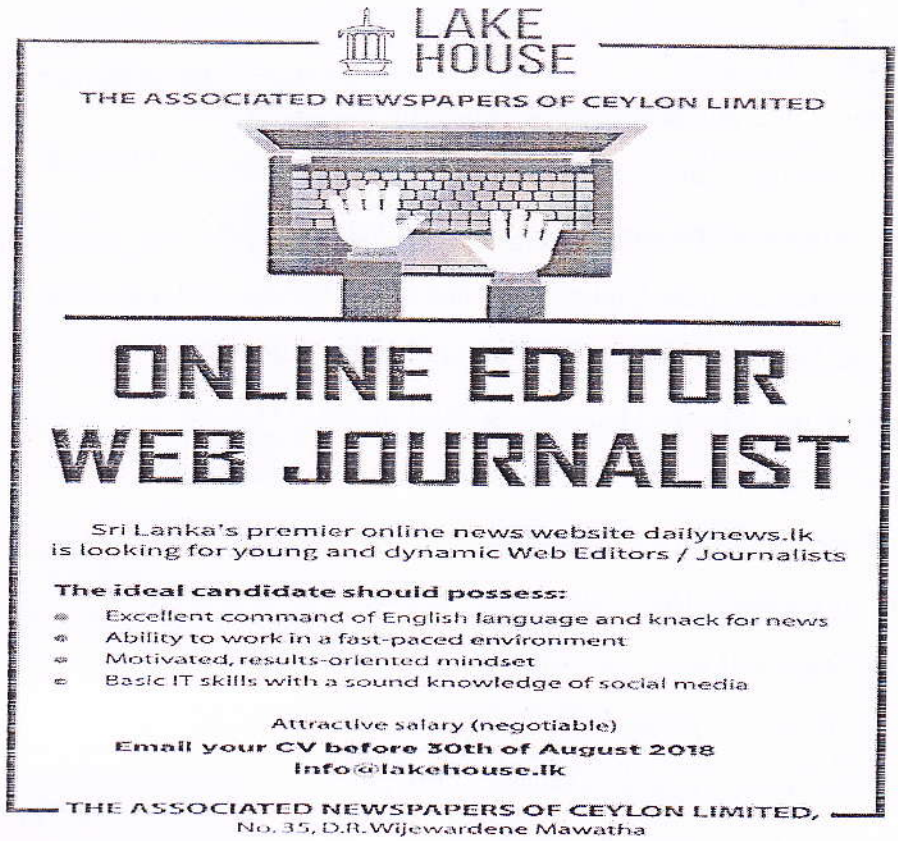
ESE

e)	Write synonyms words to the following: 1. Amalgamation 2. Delay 3. Strong 4. Smart	01	L_2	CO2
f)	Write antonyms of the following words: 1. Beautiful 2. Subscribe 3. Do 4. Moral	01	L_1	CO2
g)	Fill in the blanks choosing the correct option from the given pair of confusable. a. We made the decision on ---------- grounds. (morale, moral) b. She feels------of passing the examination. (confident, confidant)	02	L_2	CO2
h)	Write the meaning of following idiom and use it in your own sentence to bring out its meaning: **a. Any Tom, Dick or Harry** **b. Apple of one's eye**	02	L_2	CO2
i)	Each sentence given below has an underlined part. Replace that underlined part with a word that expresses the same idea and rewrite the sentence. 1. His uncle is a famous designer of buildings. 2. 'Wings of Fire' is Dr. A P J Abdul Kalam's life history written by Dr. A P J Abdul Kalam himself.	02	L_2	CO2

ESE

Q.3 Answer the following questions. (Any Three)

a) Respond to the following advertisement: 12 L_4 CO4



Assume all necessary details. Write your applications with resume.

Use Complete Block Layout.

b) Explain in detail the elements and layouts of business letter. 12 L_2 CO4

c) Comment on the role of 4Ps and 3 Ts Technique of preparing Presentations/Public Speeches. 12 L_3 CO3

d) Write a letter to M/s. Oxford Publishing House, London complaining that the books sent by them were not those you had ordered for. Ask for replacement. You are Varun Joshi, Sector-20, Chandigarh. 12 L_3 CO4

ESE

Q.4 Answer the following questions. (Any Three)

a) **Comprehend the given passage and answer the questions based on it.** 10 L3 CO5

"I Have a Dream" is a public speech delivered by American civil rights activist Martin Luther King Jr. during the March on Washington for Jobs and Freedom on August 28, 1963, in which he calls for an end to racism in the United States and called for civil and economic rights. Delivered to over 250,000 civil rights supporters from the steps of the Lincoln Memorial in Washington, D.C., the speech was a defining moment of the civil rights movement. Beginning with a reference to the Emancipation Proclamation, which freed millions of slaves in 1863, King observes that: "one hundred years later, the Negro still is not free". Toward the end of the speech, King departed from his prepared text for a partly improvised peroration on the theme "I have a dream", prompted by Mahalia Jackson's cry: "Tell them about the dream, Martin!" In this part of the speech, which most excited the listeners and has now become its most famous, King described his dreams of freedom and equality arising from a land of slavery and hatred. Jon Meacham writes that, "With a single phrase, Martin Luther King Jr. joined Jefferson and Lincoln in the ranks of men who've shaped modern America". The speech was ranked the top American speech of the 20th century in a 1999 poll of scholars of public address.

Q1. What issues does Martin Luther King's speech address? 02

1.Continuation of racism

2.End to racism and civil and economic rights

3. Civil rights

4.Civil War

02

Q2. What pushes King to speak: "I have a dream"?

1.He reads out the Emancipation Proclamation

2.He is prompted by Mahalia Jackson

3.he is overwhelmed by the crowd

4.Licoln had asked him to give the speech

Q3. From the last paragraph, give one word for "to leave" 02

1.Departed

2. Proclamation

3.Improvised

4.Address

Q4.What is the name of martin Luther King's famed speech? 02

1. The Emancipation Proclamation

2. An Improvisation

3. A Peroration

4. I Have a Dream

Q5. In front of whom does King speak? 02

1.The civil rights supporters

2.His friends

3.Lincoln

4.The Negroes

b) Write the summary of the above passage (Que.4, a) in one third of the words present in the passage. 10 L_2

c) **Translate the following passage in English** 10 L_2

आज की मीडिया ने जहां हमें किसी विषय पर अन्य लोगों के विचारों को जानने और समझने का मौका दिया है वहीं इन विचारों पर हमें अपनी प्रतिक्रिया देने का भी अवसर दिया है। हमारी लोकतांत्रिक व्यवस्था के तीन स्तम्भ कार्यपालिका, न्यायपालिका और विधायिका के साथ ही साथ मीडिया को भी हमारे लोकतंत्र के चौथे स्तम्भ के रूप में माना गया है।

आज हमारी सरकार अपनी जनता को जागरूक करने एवं उसके लिए लागू की गई किसी भी नई योजनाओ की जानकारी मीडिया के द्वारा ही आम जन मानस तक पहुचाती है।
मीडिया के द्वारा आज समाज का हर व्यक्ति भ्रष्टाचार एवं देश मे हो रहे घोटालों को उजागर करने में अपनी महत्वपूर्ण योगदान कर रहा है। आज कोई भी व्यक्ति देश मे कहीं भी घटित होने वाली किसी भी गलत घटना को अपने मोबाइल या कैमरे में रिकॉर्ड कर उसे, सोशल मीडिया के किसी भी रूप का प्रयोग करके उस घटना को देश के हर व्यक्ति तक पहुँचा कर उस घटना के दोषियों को सजा दिलाने में अपनी भागीदारी सुनिश्चित कर सकता है। तथा देश एवं समाज हित मे कार्य कर सकता है।
आधुनिकीकरण के साथ ही औद्योगिक क्षेत्र में भी मीडिया ने एक क्रांति ला दी है। आज मीडिया विज्ञापन का एक ऐसा सरल माध्यम बन गया है जिसके द्वारा कोई भी व्यापारी या कम्पनी अपने द्वारा उत्पादित किये गए किसी भी नए उत्पाद को टेलीविज़न तथा सोशल मीडिया का प्रयोग करके, आम जन मानस को बड़ी ही सहजता से बता सकती है तथा उसके प्रयोग के लिए लोगों को उत्सुक कर सकती है और अधिक से अधिक मुनाफा कमा सकती है।

d) Critically examine the Speed Reading Techniques. 10 L_2 CO5

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