Sanjay Ghodawat University, Kolhapur

2020-21

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EXM/P/09/00

Year and Program:	**School of Liberal Arts**	**Department: Journalism and Mass Communication**
Course Code: MCA107	**Course Title: English Communication**	**Semester : I**
Day and Date:	**End Semester Examination**	**Time : 2 Hrs.** **Max Marks : 50**

QUESTION PAPER

Instructions: 1) All Questions are compulsory.
2)

		Marks	Bloom's Level	CO
Q.1	**Answer the following (any Two)**–			
a)	With suitable diagram and examples, explain the process and elements of communication.	9	2	1
b)	Explain in detail Non-verbal communication.	9	2	1
c)	Define barrier to communication and illustrate with suitable examples the types of barriers.	9	1	1
Q.2	**Answer the following (any two) –**			
a)	**Do as directed.**	8		
	1. In the following questions four alternatives are given for the idiom/phrase italicized and underlined in the sentence. Choose the alternative which best expresses the meaning of idiom/phrase.	2		

a) The teacher warned the student *once for all* that no mischief shall be tolerated in the class.

A. authoritatively B. finally C. angrily D. coldly

b) Don't lose patience; things will improve *by and by*.

A. soon B. finally C. gradually D. unexpectedly

2. Choose the word *opposite* in meaning to the given word. 2

A. Venerate

a) respect b) condemn c) initiate d) severe

B. Right

a) correct b) wrong c) not left d) straight

3. Complete the following sentences by using appropriate homophones 2

from the given alternatives.

1. The king died -----

A. hareless B. heirless C. hairless D. airless

2. The ----- of the cats are sharp.

A. paws B. pauses C. pause D. none of these

4. Write synonyms words to the following: 2

1. Happy 2. Late 3. Pretty 4. Smart

b) 1. 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-play, cricket, boys) 4 4 2

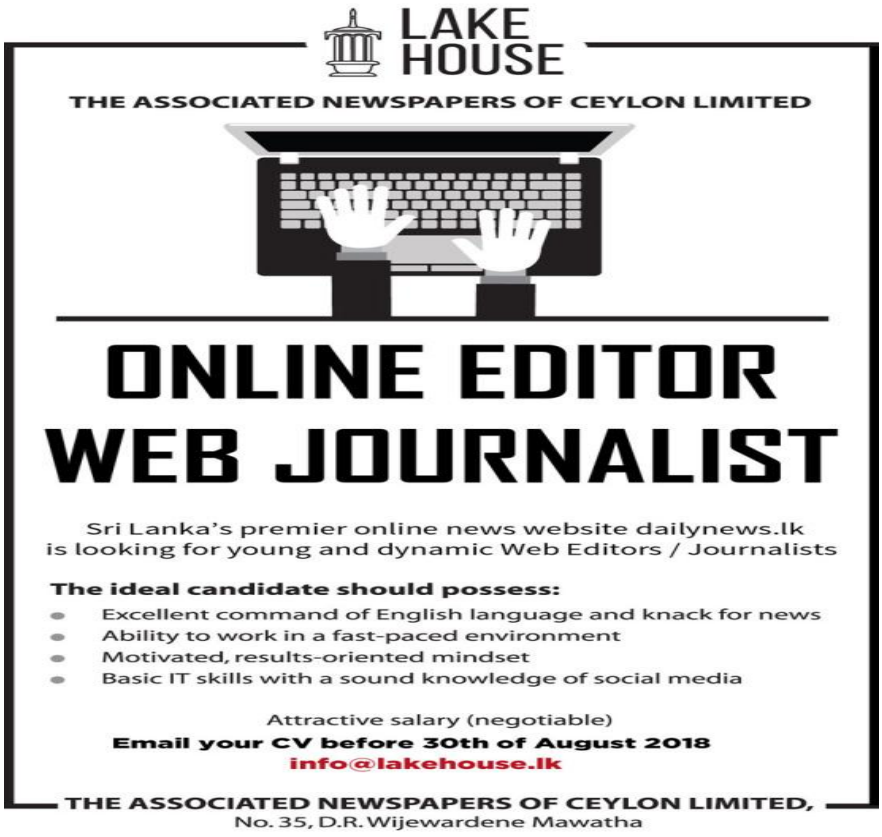
2. Workers will have finished the work. (Change the Voice) 2 3 2

3. The peon said, "The principal is calling you". (Convert the sentence into Indirect speech) 2 3 2

c) Explain in detail the elements and layouts of business letter. 8 3 4

Q.3 **Answer the following (any two) –**

a) **Respond to the following advertisement:** 8 4 4



Assume all necessary details. Write your applications with resume.

b) **Read the following passage and answer the questions based on it.** 8 5 3

Surveillance has increased manifold since the 9/11 terror attacks on the World Trade Centre in the U.S. This increase in surveillance today shapes the relationship between the state and the individual. The state keeps an eye on its citizens, thereby positing each and every citizen as a potential wrong-doer. For instance, the proliferation of the CCTV cameras in streets, restaurants and in every imaginable public space. In fact, the camera need not even be functional in order to make the citizens behave themselves – its mere presence is enough to scare the citizens into submission. Such is the power of the mere potential of surveillance.

Surveillance studies have shown that these techniques might not be too effective at all times, citizens might feign decent behaviour in order to avoid themselves from getting into a tussle with the law of the land. But it does not assure the state of the reformation in the

attitude of the citizens. It is a mere eye-wash. It works only when the citizen truly desires to transform his or her attitude and adopt decency
in all walks of life.
The act of constant surveillance makes the state a voyeur – a person who derives pleasure from watching events unfold in a secretive manner. A recent case in point would be the raid on a hotel in the so-called cosmopolitan city of Mumbai where young couples were consensually residing. The state has today entered the bed-room. And this is an unhealthy proposition!

Questions:

1. What is the effect of the state's surveillance on the individual?
2. Does the CCTV need to be functional all the time?
3. Why is surveillance not effective always?
4. When is surveillance really effective?
5. Give a suitable title to the above passage and justify your answer.

c) **Translate the following passage in Hindi or Marathi.** 8 5 4

In today's society, media is making its way to every person in one form or the other. Along with modernization, the media has brought a revolution in the industrial sector as well. Today media has become such a simple medium of advertisement, through which any businessman or company can easily communicate any new product produced by them using television and social media, to the common public and its usage. Can make people eager for and earn maximum profits.

Today's media has given us an opportunity to know and understand the views of other people on a subject, while we have also given an opportunity to give our feedback on these ideas. The three pillars of our democratic system, the executive, the judiciary and the legislature, as well as the media, have been considered as the fourth pillar of our democracy.

Today, our government makes aware of its new public and any new schemes implemented for it, through the media, reaches the common public.

Through media, every person of the society is making significant

contribution in exposing corruption and scams in the country. Today, any person recording any wrong incident happening anywhere in the country on his mobile or camera, using any form of social media, reaches that person to every person in the country and punishes the culprits of that incident Can ensure its participation in the release. And can work in the interest of the country and society.

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