



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BNS/SEM-1/BNS-101/2010-11**

**2010-11**

**ENGLISH AND COMMUNICATION SKILLS**

Time Allotted : 3 Hours

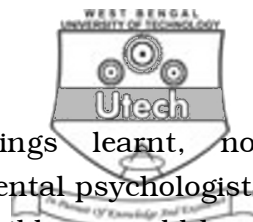
Full Marks : 70

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

*Answer any all questions.*

1. Read the passage given below and answer the question that follow :
  - i) Even when two people speak a common language, and share common experiences and knowledge of customs and traditions, the communication process may not be as effective as one would like it to be. It is so not only because of the language complications, but also because of cultural differences. Such experience is common to individuals studying or working in foreign countries.
  - ii) Everyone has ingrained ways of thinking, feeling and reacting. Most of it is learnt in early childhood, when one is most open to learning. Such conditioning starts through the family and continues through the local neighbourhood, friends, school, peers, social groups, work place and religion, and of course, the media.



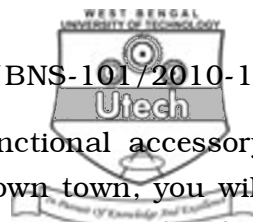
- iii) Values are among the first things learnt, not consciously, but implicitly. Developmental psychologists believe that by the age of ten most children would have their basic value in place and after that, changes are hard to make. These values remain embedded in subconscious and manifest in the behaviour and responses. They are apparent in the way things are done. These basic values and attitudes have been passed down from generation to generation, and are often shaped by the environment in which we live.
- iv) There are many cultural groups around the world with different patterns of behaviour values and rules which are culture specific *i.e.* different cultures develop different rules for similar actions and people attach different meanings to the same events. The same actions or habits are thus evaluated in different terms, for example, spitting on the streets and sneezing into a handkerchief and putting it into a pocket, handshake, kissing in public.
- v) When people cross cultural boundaries they do not leave their home culture behind. They continue to choose actions consistent with the way they have been 'encultured' and continue to interpret actions of others in terms of their own culture. It is inevitable that communication across cultural boundaries will cause unintentional misunderstandings unless people can recognize and understand cultural diversity and take action to overcome it. They must recognize that one culture cannot be judged by the standards of another. It is important to understand this concept of cultural relativism and not judge others according to your own values.



- a) i) Why would the communication process be not effective even if two people speak a common language ? 2
- ii) How do values manifest themselves ? 2
- iii) What do the Developmental psychologists believe ? 1
- iv) What happens when people cross cultural boundaries ? 2
- v) What is 'cultural relativism' ? 2
- b) Pick out one word from the passage that means the same as :
- i) Entrenched ( Para II )
- ii) Unreservedly ( Para III )
- iii) Variety ( Para V ). 3
2. Read the passage given below and complete the tasks that follow :
- i) Ask people whether credit cards are a necessity or a luxury and most would probably term them a necessity these days. Credit cards are considered a boon for the ready convenience they confer on the user — you don't have to worry about not carrying enough cash when you go shopping or to a restaurant. Just flash your card, sign, and walk out.
- ii) But there are many who criticize credit cards for the 'easy money' syndrome they generate. It is true that many people fall into a debt trap — thanks to the extensive use of their cards. But if you're careful with your expenses, they can be a handy thing to have around. Hence you need to consider the term 'responsible usage' and understand the actual significance of living on credit.



- iii) Remember that using a credit card does not mean 'free' credit. In effect, what you are doing is merely postponing payment. While it looks real good to have to pay only one or two thousand a month on your card, remember that you're paying interest on the amount that you 'revolve' from one billing cycle to the next.
- iv) But there's one precaution we should add. Always settle a credit card bill in full for two good reasons. First and foremost, if you are not able to pay up now, you should not have spent it in the first place. Second, the credit charges tend to be extremely high, ranging from 2 per cent to 3 per cent per month.
- v) There is no shortage of cards on offer. Almost every bank has launched a card; so the biggest hurdle you face is in trying to choose from amongst them.
- vi) So how does one choose among the various cards on offer ? The factors for choosing a card revolve around certain differentiating features that one card may offer and the others don't, like acceptability, eligibility, fees, other charges, credit period, cash advance, etc.
- vii) Cards which carry the Master or Visa affiliation are more widely accepted across the country compared to Diners' and American Express cards. Similarly, global credit cards are valid even outside India. If you travel regularly within or outside India, these cards would probably suit you the best, due to their acceptability across various outlets.



- viii) If your credit card is more of a functional accessory while you shop or entertain in your own town, you will want a higher credit limit. But if you are a value-for-money person who likes the convenience offered by a card, but will alternate between paying by cash and card, you could consider credit cards offered by the public sector banks. Their entry fees are typically lower. Moreover, if you need them, you get longer credit periods and lower credit charges. But you may not get a very high credit limit.
- xi) Many of us nowadays carry more than one card, and under the circumstances, you could use them to segregate your expenses. For example, if your employer reimburses you for certain travel and entertainment expenses, it would be a good idea to charge all official expenses to the other card. This will help you account for your official expenses easily.
- x) It's all very well to be a member of the plastic age. Like all good things in life, a credit card privilege has to be enjoyed.
- a) On the basis of your reading of the above passage, make notes on it using headings and sub-headings. Use recognizable abbreviations wherever necessary. 5
- b) Find words in the passage which are similar in meaning to the following : 3 × 1
- i) attitudes/social problem ( Para II )
  - ii) problem or difficulty ( Para V )
  - iii) repays or refunds ( Para IX ).

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3. Write a report on Blood Donation camp in your college for the institute' Annual Journal. 5
4. Write an article not exceeding 100 words on any one topic : 5
  - a) Peaceful existence in a painful world.
  - b) When anger burns.
  - c) Man's interest in sea exploration.
5. Prepare the Notice, Agenda and Minutes for 3rd Annual General meeting of Great Eastern shipping Ltd. Assume all details. 5
6. As the secretary of social welfare club of your locality, design an attractive and effective poster against rampant drug addiction. You may also use slogan if necessary. 5
7. Promotion of the tourism industry can help a developing country like India towards the path to prosperity and can boost its economy. Write an editorial letter expressing your view. 5
8. Prepare your C.V. for the post of Deck cadet in Varun Shipping. Send e-mail with C.V. to General Manager ( Fleet Personnel ). 5
9. Write an essay of 300 words on any one of the following : 10
  - i) Coastal shipping and its significance.
  - ii) Internet will make books obsolete.
  - iii) Role of Information Technology in building up modern India.



10 × 1

10. Do as directed :

- a) Take it or throw it.  
( Change the voice )
- b) He is strong but dull.  
( Change into a complex sentence )
- c) He corrected all the exercise books.  
( Make it into negative without changing the meaning )
- d) One who looks after a museum.  
( Replace the above with a single word )
- e) Mumbai is one of the largest cities in India.  
( Change the degree )
- f) Give synonym and antonym of 'courteous'.
- g) The diet is deficient ..... vitamins.  
( Fill in the blank )
- h) 'To break the ice'.  
( Frame a sentence )
- i) The cost ..... ( affect ) the final contract.  
( Fill in with the appropriate form of verb )
- j) volunteer / constructive / manner / a / in / I / ideas.  
( Rearrange the jumbled sentence to make it meaningful ).

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