

**GUJARAT NATIONAL LAW UNIVERSITY  
GANDHINAGAR**

Course: Communicative English  
Semester-I (Batch: 2019-24)

End Semester Examination: October-2019

Date: 15<sup>th</sup> October, 2019

Duration: 3 hours

Max. Marks: 50

**Instructions:**

- Read the questions properly and write the answers in the given answer book.
- The respective marks for each question are indicated in-line.
- Do not write anything on the question paper.
- Indicate correct question numbers in front of the answers.
- No questions or clarifications can be sought during the exam period, answer as it is, giving reason, if any.

**Part-A**

Marks

Answer any one of the following questions:

- Q.1 Answer any one of the following questions: (05)
- (a) What do you think can be the major objectives of communication?  
(b) Enumerate and discuss the various principles of communication?
- Q.2 Put stress marks on appropriate syllables in the following passage. (05)
- (a) They won the contest easily.  
(b) She wanted to contest the case in court.  
(c) There was a steep increase in inflation last month.  
(d) The Government was forced to increase interest rates yesterday.  
(e) She demanded the right to address the audience.

**Part-B**

Answer any one question:

- Q.3 As the Purchase Officer of Suvidha Departmental Stores, you had placed an order of 2000 tins of 1 Kg. each of Jeevan Baby Food Powder. When the consignment arrived, you found that it contained only 1500 tins, out of which 45 were badly damaged. Write a letter to the manufacturer demanding the immediate replacement of the damaged goods. Also mention that if such irregularities in delivery of goods continue, you shall be forced to terminate the order and all future business. (07)
- Q.4 You are Ayabonga Khaka, the HR & Training Director of a law firm called Heera Panna and Manik Associates. She is writing a memo to all employees informing them that a mandatory training programme on the subject 'Digital Media for Communication' is scheduled for a week, from 4<sup>th</sup> November to 9<sup>th</sup> November 2019. Motivate employees by pointing out the advantages of being digital media savvy. Include the CEO Barbara Finch in a CC. (07)

**Part-C**

Answer the following question:

- Q.5 Transcribe the following passage from ordinary orthography to the IPA. (10)

When I was the Marketing Director for a New York City television station, I became an in-demand speaker. The first presentation I ever agreed to do was on How to Give an Effective Presentation for the MBA students at NYU's Stern School of Business and I wanted it to be perfect. However, having never done any public speaking, I was quite nervous.

When I was introduced, I grabbed my cards, began walking up the three steps to the stage . . . and clumsily tripped and my cards went flying everywhere. There was some nervous laughter in the audience as the professor and I gathered my 23 cards and to my horror, I realized I had failed to number them!

I took my place at the podium, steeled my nerves and began with, "Lesson Number 1 of 'How to Give an Effective Presentation': Make sure to number your notecards!" Everyone relaxed and we all laughed. I then threw the cards on the floor and began my presentation with "Lesson Number 2: Rehearse and know your subject matter so cards are unnecessary!"

I received a standing ovation and several students told me they thought I had planned the notecard drop as a brilliant and memorable way to begin. I have employed that notecard trick several times, but always on purpose! When I have coached clients who are nervous about public speaking, I share this story and one of them actually did this to put her audience . . . and herself . . . at ease!

#### Part-D

Answer any two questions:

- Q.6 Write a précis of the following article and give it a suitable title. Reduce it to about 125 words. (09)

With the invention of televisions, many forms of entertainment have been replaced. Lively programs like television serials and world news, have removed from us the need to read books or papers, to listen to radios or even to watch movies. In fact, during the 1970s, when televisions were first introduced, cinema theatres suffered great losses as many people chose to stay in the comforts of their homes to watch their favorite programs.

Indeed, the television brings the world into our house. Hence, by staying at home and pressing some buttons, world happenings are immediately presented before us. Children nowadays, develop faster in language, owing to the early exposure to television programs. At such tender age, it would be difficult for them to read books or papers. Thus, television programs are a good source of learning for them. Furthermore, pronunciations by the newscasters, actors or actresses are usually standardized, hence young children watching these programs will learn the 'right' pronunciations too. Owning a television is also extremely beneficial to working parents who are usually too busy or tired to take their kids out for entertainments. Surrounded by the comforts of their home, the family can have a chance to get together and watch their favorite television programs.

Of course, we should not be too carried away by the advantages of the television and overlook its negative points. Watching television programs takes away our need to read. Why bother to read the papers when we can hear them from the television news reports? Why read books when exciting movies are screened? The lack of reading is unhealthy especially to younger children as they will grow up only with the ability to speak but not write. I have a neighbor whose six-year-old child can say complete sentences like "I like cats," but when told to write out the sentence, is unable to do so.

Not only are the writing skills of children affected, their thinking capacities are also handicapped. Television programs remove the need to think. The stories, ideas and facts are woven in the way television planners wanted. Exposure to such opinions and the lack of thinking opportunities will hinder the children's analyzing ability.

Despite the disadvantages of watching television programs, personally, I think that choosing the 'middle path', which is to do selective television viewing and not over indulging in the habit should be the best solution to reconcile both the merits and demerits of owning a television.

Q.7 Write a report on the following survey. Write only the main body of the report. (09)

The Family Welfare Department of Gujarat State, wishes to carry out a survey of senior citizens living in the Bhajipura area of Gandhinagar city.

The department wants to know how many senior citizens live with other family members, how many live in old age homes, how many have family members living abroad and how many live by themselves.

They also want to know how many have spouses living and how many are single. The department also wants to know how many senior citizens are financially dependent and how many are self – reliant.

You are a Welfare Officer in the Department. Your name is Deepti Sharma / Deepak Sharma. Prepare this report to be submitted to the Head of the Department.

Q.8 A meeting of the regional managers of Sokia Mobiles, a Korean firm was held on Monday the 14<sup>th</sup> of October 2019, at its factory premises, in Hyderabad, India at 11.00 AM. The firm has recently entered the Indian market. The meeting was chaired by the COO Mr. Suden Li and Ms. Suu Fi was the rapporteur. The purpose of the meeting was to discuss the following items: (09)

- A massive advertising campaign to make its products well known in India.
- Opening of sales and service centres in small towns.
- Bonus to employees for good performance.
- Transportation facilities for all.
- Incentives to retailers.
- Any other item.

A few managers had sent their regrets. One of them was absent without informing. Write the minutes of this meeting on behalf of Ms. Suu Fi.

#### Part-E

Q.9 Critically analyze and present your response to any two of the following: (2x5= 10)

- (a) Would it be appropriate to call the poem 'Rime of the Ancient Mariner' as an example of Romantic Poetry?
- (b) In the context of the poem 'Rime of the Ancient Mariner', how would you describe and explain Nature's system of rendering Justice?
- (c) Do you think the method suggested by the Hermit to the Ancient Mariner to seek redemption is appropriate? Discuss.

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