

School of Social Sciences and Languages

Winter Semester 2023-24

Continuous Assessment Test-I

Programme Name & Branch

Course name and code: BENG101L / Technical English Communication

Class numbers: 6638, 2231, 2247, 2264, 2280, 2204

Slot: D1

Faculty Names: Dr. Yadamala Sreenivasulu, Dr. Sushant Kishore , Dr. Meenu B, Dr. Farzaneh Haratyan, Dr. Blessy Sharon Samjose, Dr. Sankar G.

Exam duration: 90 minute

Maximum marks: 50

General Instruction(s):

- 1) Answer all questions.
- 2) Read the question paper carefully.
- 3) Start each answer on a different page.
- 4) Try to answer in the same order. Mention the Q. no clearly.

Q.No	Question	Max marks
1.	A) Explain the different types of communication skills. B) Discuss the various components of nature and process of communication.	2x5=10
2.	A) Spot and rectify the errors in the following sentences. If there is no error, please write CORRECT. 1. The delegates together with the HR team was ready for the tour. 2. A number of birds were sitting on the tree. 3. Neither the students nor the teacher know the answer. 4. Sanjana is one of the best employee in her department. 5. Five thousand dollars are a large sum of money. B) Identify the errors in the following conditionals and rewrite them correctly. If there is no error, please write CORRECT. 1. If I was a king, I would live in a palace of gold. 2. If it rains, I will stay indoors. 3. There would have been a terrible fight if Shirley speaks against Sam. 4. If we invest safely, we would save more money.	1x10=10

	5. Bhuvana would have written the letter if I had insisted.	
3.	<p>Read the case study and answer the following Questions.</p> <p>Fantastic Solutions had taken on an important building project that needed to be completed within six months. However, they couldn't complete the assignment on time, much to the displeasure of their client. An internal enquiry revealed various communication issues within the organisation. The architect only spoke English while the civil engineer wasn't that comfortable in English. This led to long meetings where the architect wasn't entirely sure if the engineer understood the design and the engineer wasn't entirely sure if the architect understood the structural difficulties of the proposed design. The proposed design which was sent to the construction supervisor had a lot of jargon which went above his head and a lot of time was wasted on seeking clarifications. The masons involved in the job were not happy with their working conditions and had made complaints to the supervisor, but those complaints never reached the top tier of the company. As a result of all these, Fantastic Solutions lost their reputation and an important client.</p> <p>a) Identify the communication barrier occurring here.</p> <p>b) What are the possible solutions that would have prevented the problem, and what benefits would be derived from implementing solutions or preventing the problem?</p>	5x2=10
4.	Write a statement of purpose for an admission to a Master's program in Marketing Management. Provide details of your academic background, experiences in marketing or related fields, and the specific aspects of marketing that interest you. Explain how the program will help you to develop advanced skills for a successful career in marketing.	1x10=10
5.	Write a cover letter for a Data Analyst position in a leading tech company called 'Microsoft' in New Delhi- 110 001. Highlight your proficiency in data analysis tools, previous experience handling large datasets, and how your skills make you an asset to the company. Address how your passion for data aligns with the company's objectives.	1x10=10