



VIVEKANANDHA COLLEGE OF ENGINEERING FOR WOMEN  
[AUTONOMOUS INSTITUTION AFFILIATED TO ANNA UNIVERSITY, CHENNAI]  
Elayampalayam – 637 205, Tiruchengode, Namakkal Dt., Tamil Nadu.



Question Paper Code: 10001

B.E. / B.Tech. DEGREE END-SEMESTER EXAMINATIONS – DEC. 2018 / JAN. 2019  
First Semester

Computer Science and Engineering  
U15EN101 ENGLISH FOR COMMUNICATION – I ✓  
(Common to Electrical and Electronics Engineering, Electronics and Communication  
Engineering, Information Technology & Biotechnology)  
(Regulation 2015)

Time : Three hours

Maximum : 100 marks

## Listening Test

### INSTRUCTIONS TO CANDIDATES

- Do not open this question paper until you are told to do so.
- Write your registration number and other details on your answer sheet.
- Listen to the instructions for each part of the paper carefully. Answer all the questions.
- While you are listening, write your answers on the question paper.
- You will have 10 minutes at the end of the test to copy your answers onto the separate answer sheet. Use a pencil.
- Submit your answer sheets at the end of the Examination.

### INFORMATION FOR CANDIDATES

- There are four parts to the test.
- Each question carries one mark.
- You will hear each part twice.
- For each part of the test there will be time for you to look through the questions and time for you to check your answers.

## Listening Test

(25 Marks)

Part One (8 x 1= 8 Marks)

Questions 1-8

- For questions 1-8, you will hear eight short recordings.
- For each question, mark **one** letter (A, B or C) for the correct answer.

**Example:**

What time does the man expect to arrive at the meeting?

**11:45**

A

**12:30**

B

**13:30**

C

The answer is C.

- After you have listened once, replay the recording.
- 1 How many people attended the annual general meeting this year?
    - A. about 100
    - B. about 180
    - C. about 250
  - 2 Where will the man go first?
    - A. the Presentation Room
    - B. the Security Office
    - C. the Production Department
  - 3 Which brand is the market leader?

Sodex                      Thomsen                      LANDOR

A                                      B                                      C
  - 4 What time will the woman get to Oxford?
    - A 9.45
    - B 10.30
    - C 10.45

5 Where will the woman find the file?



A



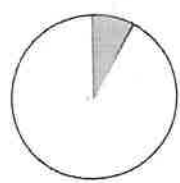
B



C

6 Which chart shows the sales of sports clothing this month?

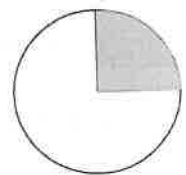
Sports clothing



A



B

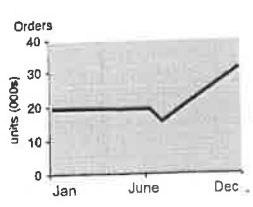


C

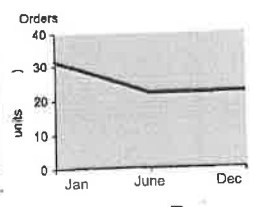
7 Which department will get the biggest budget next year?

- A Sales
- B Production
- C Distribution

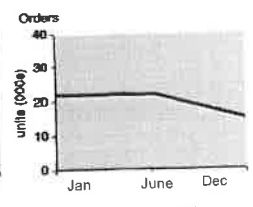
8 Which graph shows orders correctly?



A



B



C

Part Two (7 x 1 = 7 Marks)

Questions 9-15

- Look at the notes below.
- Some information is missing.
- You will hear a man making an enquiry about ordering a new printer.
- For each question (9-15), fill in the missing information in the numbered space using a **word, numbers or letters**.
- After you have listened once, replay the recording.

CIT Computers - Customer Enquiry	
Company name:	<i>Davis and Baker</i>
Contact name:	(9) <i>James</i> .....
Equipment required:	<i>Printer</i>
<b>SPECIAL REQUIREMENTS</b>	
Maximum width:	(10) ..... <i>cm</i>
Print Quality required:	(11) ..... <i>dots per cm</i>
Speed required:	(12) ..... <i>pages per minute</i>
Model number:	(13) .....
Agreed price:	(14) £ .....
Delivery date:	(15) <i>Friday</i> .....

Part Three (7 x 1 = 7 Marks)

Questions 16-22

- Look at the notes about one month's events in a city's business community.
- Some information is missing.
- You will hear part of a radio programme about business events.
- For each question (16-22), fill in the missing information in the numbered space using one or two words.
- After you have listened once, replay the recording.

<b>BUSINESS EVENTS</b>	
<b>Thursday June 12<sup>th</sup> and Friday June 13<sup>th</sup></b>	
Name of conference:	(16) '.....'
Location:	(17) .....
Name of event:	'Financing Joint Ventures'
Day one:	(18) '..... Law'
Day two:	(19) Dr James .....
Main speaker:	
<b>Wednesday June 18<sup>th</sup></b>	
Name of event:	'Fast Forward'
Location:	Ocean Park Hotel
Introduce new business people to	(20) .....
<b>Friday June 27<sup>th</sup></b>	
Name of seminar:	(21) '.....'
Location:	The City University
Speaker: Paul Miller	(22) ..... of Westwick Business School
For details, ring:	0202 06103

**Part Four (6 x ½ = 3 Marks)**

**Questions 23-28**

- You will hear a discussion between Philip Michael, the Chief Executive of IKD, a design company, and a journalist from the business section of a national newspaper.
  - For each question (23-28), mark **one** letter (A, B or C) for the correct answer.
  - After you have listened once, replay the recording.
- 23 What do IKD's clients like about the company's location?
- A. It is easy to get to.
  - B. It is in beautiful surroundings.
  - C. It is hidden away.
- 24 How do IKD's designers work on their ideas?
- A. They use computers and solid models.
  - B. They use computers alone.
  - C. They use computers and pencil drawings.
- 25 Who is IKD's biggest client at the moment?
- A. motorbike manufacturer
  - B. a household goods manufacturer
  - C. a car manufacturer
- 26 Who is IKD working with to improve their designs?
- A. their clients' R and D departments
  - B. university staff
  - C. freelance artists
- 27 What do companies value most about IKD?
- A. the quality of its designs
  - B. its competitive fees
  - C. the speed it works at
- 28 A bike designed by IKD recently
- A. received an award
  - B. appeared on the front of biking magazines
  - C. won a race

**You now have 10 minutes to transfer your answers to your Answer Sheet.**

## Reading Test

(25 Marks)

### Part One (5 x 1 = 5 Marks)

#### Questions 1-5

- For questions 1-5, decide which 'Form' (A-H) is the most suitable for each
- For each questions mark the correct letter (A-H) on your Answer Sheet.
- Do not use any letter (A-H) more than once.

### STATIONERY DEPARTMENT

Look at the list below. It shows some company documents.

#### Forms available

- A. Goods order
- B. Reception register
- C. Customer service questionnaire
- D. Invoice
- E. Customer refund request
- F. Expenses claim form
- G. Accident report form
- H. Petty cash voucher

#### Questions

1. Jeff Bedford wants to know which people have visited the company.
2. Katia Bund needs to tell a customer how much they have to pay.
3. Stan Knight wants money for his secretary to buy some stamps.
4. Rose Stone needs to get back the money she spent on a sales trip.
5. Raquel Heart wants to find out how satisfied her clients are

### Part Two (6 x ½ = 3 Marks)

#### Questions 6-11

Read the article below about job interviews and the questions on the next page.

- For each question 6-11, on the next page, choose the correct answer.
- Mark one letter (A, B or C) on your Answer Sheet.

## INTERVIEWS

People applying for jobs normally send in a copy of their CV. This should be used as a basis for questions from the interviewer.

Interviewers find it useful to ask candidates about the way they behaved in difficult situations in the past, for example with an angry customer or colleague. These questions allow applicants to explain how they acted in a real-life situation and, consequently, give clues as to how they would act again in similar situations. Candidates are likely to tell the truth as speaking from memory leaves little time to invent what happened. On the other hand questions which ask candidates to imagine how they would behave in a situation which they have probably never met are of little or no value. This is because they only provide answers about how candidates would hope to behave, and this might not match the actions they would actually take.

In any interview candidates must be treated fairly, with questions asked in the same manner and with no candidate's interview lasting considerably longer than any other's. Candidates should always be given the opportunity to ask questions throughout the interview.

Jan Godley, head of Human Resources at Aspley Supermarkets says: 'A company needs staff not only who have the right qualifications and experience, but also who are happy to fit in with the company's way of doing things. Our managers have to accept the idea that everyone working here is a colleague (managers are always known by their first names), and that spending time actually in the store with colleagues and customers, rather than in their offices, is part of the job. For management posts, we organise pre-interview group exercises to measure team-working and leadership skills, sometimes along with activities to assess personal qualities.

In all our interviews we pay attention to body language. It is natural for candidates to show signs of being nervous at an interview but most relax after a few minutes and become more confident. However, if the nervousness continues until the end of the interview, especially when difficult questions are asked, we would begin to have doubts about that candidate. Like all employers, we want to take on staff who are at ease with colleagues and customers so it is important to watch the way candidates behave, as well as listen to what they have to say.'



6. According to the article, why are questions about a candidate's past behaviour useful?
- They prove the candidate will act appropriately in different circumstances.
  - They show the candidate can remember details of the situation.
  - They demonstrate how the candidate might act in the future.
7. Why is asking candidates to imagine their reactions to a situation unhelpful?
- Candidates may have no experience of this situation.
  - Candidates may act differently in the real-life situation.
  - Candidates may never meet such a situation.
8. According to the article,
- candidates should ask questions at the end of the interview.
  - interviewers should ask all the candidates the same question.
  - interviews should all last for roughly the same length of time.
9. What does Jan Godley say about the managers in her company?
- They must spend some time with customers in the store.
  - They must know the first names of all their staff.
  - They must spend most of their time in their offices.
10. Management applicants at Aspley Supermarkets are:
- asked a number of questions about their personal qualities.
  - assessed on their ability to work within a group.
  - asked to say what leadership skills the job will require.
11. According to Jan Godley, how do candidates often behave at interviews?
- They show a lack of confidence at first.
  - They are skilled at hiding their nervousness.
  - They suddenly lose confidence when asked difficult questions.

Part Three (12 x 1 = 12 Marks)

Questions 12- 23

- Read the magazine article below about a company which checks on the service provided by shops.
- Choose the correct word to fill each gap, from A, B or C on the opposite page.
- For each question 12-23, mark one letter (A, B or C) on your Answer Sheet.

**SECRET SHOPPERS**

Tim Wright knows all about making companies more efficient. His firm, Check-up, sends 'secret shoppers' into retail and leisure companies (12)..... order to make sure that customers are receiving good service. After (13) ..... visit, the secret shoppers prepare a report for the company to let them know (14) ..... good or bad the service was.

'Companies like to know,' says Mr Wright, 'that (15)..... customers go into a store just a few minutes before closing time, will they (16) ..... get good service.'

Check-up (17)..... set up in the west of England in 1992 and (18)..... two years moved to London so it could offer a nationwide service. (19)..... the last three years. Check-up's profits have (20)..... dramatically as companies have come to realize (21)..... great importance of good customer service. Having started with just three employees, Check-up now has a staff (22)..... sixty-five and last week (23)..... an important new contract with a major supermarket chain.

- |     |            |              |             |
|-----|------------|--------------|-------------|
| 12. | A in       | B by         | C on        |
| 13. | A our      | B his        | C their     |
| 14. | A whether  | B how        | C if        |
| 15. | A while    | B when       | C as        |
| 16. | A still    | B yet        | C already   |
| 17. | A as       | B is         | C was       |
| 18. | A until    | B after      | C later     |
| 19. | A From     | B During     | C Since     |
| 20. | A increase | B increasing | C increased |
| 21. | A this     | B that       | C the       |
| 22. | A of       | B at         | C too       |
| 23. | A sign     | B signed     | C Signing   |

**Part Four (5 x 1 = 5 Marks)**

**Questions 24-28**

- Read the memo and letter below.
- Complete the form at the bottom of the page.
- Write a word or phrase (in CAPITAL LETTERS) or a number on lines 24-28 on your Answer Sheet

<b>MEMO</b>	
To:	Jo Montenegro
From:	Zhara Farrell
<i>One of the warehouse assistants, Sob Young, has broken his arm. Here is the letter from his doctor; please let Bob's line manager know how long he will be away, and fill in a sick pay form for him.</i>	

24 February 2002
<b>To whom it may concern</b>
This is to inform you that Mr B Young has a broken arm. He should not return to work for a fortnight.
<b>Dr Jake Parry</b>

<b>Employee Sick Pay Form</b>	
Name of employee:	(24) .....
Position	(25) .....
Name of doctor:	(26) .....
Reason for absence:	(27) .....
Length of absence:	(28) .....

# Writing Test

(25 Marks)

## Part One (10 Marks)

### Question 29

- John Welland, a sales representative from a computer software company, telephoned because he wants to demonstrate a new program to your boss. You took the call.
- Write an e-mail to your boss:
  - telling her who John Welland is
  - telling her why he called
  - suggesting a date and time when she could meet him.
  - Write about 30-40 words.
  - Write on your Answer Sheet.

## Part Two (15 Marks)

### Question 30

- **Read this letter of complaint from one of your customers**

Dear R. Welch

Ref- job number WX/3445

I am writing concerning the above repair, requested on 7 October. You agreed to send an engineer to repair our photocopier on 8 October at 2.30pm. The engineer did not arrive until 11.10am on 9 October. When he came, he did not have the right parts with him, and so the repair was not completed until 4.00pm.

Now the photocopier has gone wrong again, so I do not think the repair was properly carried out.

I should be grateful if you could resolve this problem in the near future.

Yours sincerely

David Bownes

Office Manager

Write a letter of reply to David Bownes:

- thanking him for his letter
- apologising for the problem
- explaining what caused the problem
- saying what you are going to do about it.
- Write 60 - 80 words.
- Write on your Answer Sheet.