

26/9/14

NDIOAFH

Max. Marks: 75

Duration: 2.5 hours

Instructions:

- Answers to Section I are to be written in English only.
- Answers to Section II are to be written in Hindi / Marathi only.
- Tie both the Sections together.

Section I

Q.1) Case Study:

(15)

Ms. Diana, in her early forties, Secretary in Mayank Group of Industries, Malad, was efficient and particular about her work. She had been associated with the company since last fifteen years.

However, one day, in a hurry to reach the airport, dashing executive Mr. Amit Shah quickly gave off a series of instructions to Ms. Diana. She was inattentive to the instructions. Half her mind was on her domestic problems (related to her maid servant being unwell). Moreover, she could not take leave because she hadn't left any. For every instruction, she nodded mechanically and failed to take down notes. Due to this, she remembered everything except one important instruction that Mr. Kishore Solanki was to be informed that Mr. Amit had to hurry to Delhi for a more important and urgent work, thus to cancel the lunch with Mr. Solanki at the Winston Club.

An angry Solanki sent a letter the next day that he had waited for a full hour at the Club for Mr. Amit and that he did not intend to entrust his prestigious project to be assigned to a person, who could not keep an appointment.

Questions:

- What was the root cause of Mr. Solanki's anger? (03)
- Explain the communicative barrier caused by Ms. Diana, in detail. (07)
- Help Ms. Diana overcome her barrier by suggesting recommendations. (05)

Q2)

A) Summarise the following passage in about 50 words.

(07)

In China, ninja are more often referred to as shinobi. The Chinese word *shinobi*, short for *shinobi-no-mono*, means "to steal away." The word *shinobi* appears in Chinese poems as far back as the eighth century.

Ninjas used many different tools and weapons to get the job done: throwing stars, bows, acid-spurting tubes to name a few, but the favorite weapon of most ninjas was probably the katana. The katana is a long, curved sword with a single blade and a long grip to accommodate two hands. This sword was often carried in a sheath or scabbard on the ninja's back. Though the sword was primarily used for fighting and killing, the scabbard served a number of purposes too. The ninja could remove the sword, angle the scabbard against a wall, and use it to climb to a higher place. Or, while stealthy negotiating their way through a dark place (such as an enemy's residence at night), ninjas may have used the scabbard as a walking stick, feeling or probing their

way around objects so as not to knock into anything and alert the enemy. Perhaps the ninja's most sinister use of the scabbard was to put a mixture of red pepper, dirt, and iron shavings at the top of the scabbard, so that when the ninja drew his sword, his opponent would be blinded. I wonder what a ninja could have done with a Swiss Army knife.

Invisibility, flight, the power to split into multiple bodies... these superhuman abilities have long been associated with ninjas, but ninjas didn't really do all of that stuff. They were just regular people with exceptional abilities.

The image of the ninja wearing all black is a popular one indeed, but there is really no evidence that ninjas ever wore such a costume. In fact, it is much more likely that ninjas dressed as regular civilians, which would have been far more effective camouflage in most situations than an all black suit. The use of disguises amongst ninjas is common and well-documented.

Ninja often dressed as monks, entertainers, fortune-tellers, merchants, or farmers. Each of these disguises carried advantages that dressing in all black did not. Dressed as monks, ninjas could conceal weapons in their robes. Dressed as entertainers, they could spy in enemy buildings without arousing suspicion. Dressed as fortune-tellers, they could extract information from unknowing targets. Dressed as merchants, they could travel freely across enemy borders. And while dressed as farmers, ninjas carried simple gardening tools (such as sickles or trowels) and used them as deadly weaponry. In this way, if a ninja were caught by authorities, he could claim that his deadly apparatus were tools, not weapons. Though they may not have been wearing all black stealth suits, ninjas were always well-disguised.

Q2)

B)

Prepare a radio script for a 5 min. programme.

(08)

Q3) A) Short Notes: Any 3 out of 4

- Any four forms of Semantic Barriers
- Any four factors that promote Efficient Listening
- Any four Barriers to Efficient Listening
- Any four elements involved in the process of communication

(15)

OR

Q3) B)

Explain the Socio-Psychological Barriers to communication, with suitable examples.

(15)

Section II

Q4. Read the following passage and answer the questions given below in Hindi or Marathi only:

(15)

On the fourteenth of January, either in the month of *Pausha* or *Magha*, falls the day, when the sun begins its northern course (*Uttarayana*). This day is called '*Makar Sankranti*', which refers to the sun's passage into the sign of the zodiac called *Makara* or Capricorn.

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This is a major harvest festival and in eastern region. Millions take a holy dip in the Ganga. Great gathering take place, as at Allahabad, where the Ganges-Jamuna mingle; and at Ganga-Sagar, where the Ganges meets the ocean. The popular customs of the day includes making sweets with sesame seeds; eating *khichari*, a staple food of rice cooked with lentils and flying kites.

On *Makara Sankranti*, in Bengal, a variety of sweetmeats are prepared with pasted rice and sesame seed and the generic term of these items is '*Pitha*'. In the South, bathing in the Krishna, the Kaveri and the Godavari is accompanied by the offer of coconuts. In Karnataka, women would be found dicing jaggery and desiccated coconut to be mixed later with roasted til (sesame) and groundnuts. This delicious mixture is called *yellu bella*. Neat packet of *Yellu* and *acchu*, sugarcane, bananas and small gifts is exchange with friends and relatives. It is customary in rural Andhra Pradesh to buy new clothes for entire year during this festival. On *Makar Sankranti*, the Maharashtrian people make goodies with sweetened sesame on this occasion and symbolically exchange this, uttering the wish that people may speak to one another in pleasant gentle tones. They also message their bodies with sesame oil.

Questions:

- Q1) Which day is celebrated as *Makar Sankranti*? Why? (02)
Q2) What is the popular custom of the day? (02)
Q3) How is *Makar Sankranti* celebrated in Bengal? (02)
Q4) How is *Makar Sankranti* celebrated in the South? (02)
Q5) How is *Makar Sankranti* celebrated in Karnataka? (03)
Q6) How is *Makar Sankranti* celebrated in Andhra Pradesh (01)
Q7) How is *Makar Sankranti* celebrated in Maharashtra? (03)

Q5) Translate the following passage in Hindi or Marathi only: (15)

India is a vast country with different languages in different parts of the country. These regional languages differ from each other so much that it is not possible to communicate with people of other regions without a common language. Further, India is growing in all fields, socially or economically. India is on the road to become a strong nation in the world. For all this, there is need of a common language i.e., English. It is this language, which is understood almost all over India, in addition to the national language Hindi. All schools and colleges teach English and mostly have it as a medium of instruction

In today's world, there is an urgent need of such a common language which can be understood by the youth all over India and the language in which all data and information is available. It is English only, which can be rightly selected as the language to be studied by all of us from the very primary level.

A nation can remain together only when its leaders can understand the people living in different regions and can communicate with them in effective and cordial manner. All our leaders cannot understand more than ten to fifteen languages of various regions, however, they can easily understand the common language English. This language is important to inspire unity not only at the national level but also at the international level. To survive in the modern society, English knowledge is as essential as water is to human life.