

BACHELOR'S DEGREE PROGRAMME / BHM

Term-End Examination

10475 December, 2014

ELECTIVE COURSE : ENGLISH

BEGE-103 : COMMUNICATION SKILLS IN ENGLISH

Time : 3 hours

Maximum Marks : 100

Note : Answer in your own words, any **five** of the following questions.

1. What are 'Syllogism', 'Presupposition' and 'Dilemma' ? Explain them using suitable examples. 20
2. Explain the steps required to write a good summary. Supply suitable examples to illustrate your point. 20
3. Television has often been called both 'a liberal educator' and 'an electronic babysitter'. Comment. 20
4. 'Simplifying starts with choosing the right words.' How is writing for the web different from writing for the print media ? 20
5. Discuss the evolution of English as an international language. 20

6. Imagine that you have received an inflated telephone bill from B.S.N.L. How will you strike a conversation with the customer care executive ? Write a conversation on the issue. 20
7. Write short notes on any *two* of the following : 10+10
- (a) Inverted Pyramid style
 - (b) Organisation of Print media
 - (c) Web-content writing
 - (d) Multimedia
 - (e) Formal Reports
 - (f) Simile and Metaphor
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*Note : Answer in your own words, any **five** of the following questions.*

1. Show your acquaintance with various types of informal letters and tell how they are different from formal letters. Give few examples in support of your points. 20
2. You have been called for an interview for the position of secretary at an office (of your choice). In about 15 – 20 turns, present the interview. 20
3. Write a report as the chair of a committee comprising a police officer, a health officer and a lawyer on allowing or refusing construction of a Cinema hall/Mall at a certain place in your town. 20
4. In about 250 words write a note on the utility of and need for distance education in our society with reference to its various aspects. 20

5. Write pieces of advertisements on any **two** of the following (a or b and c or d) : 10+10

(a) Renting out a house

OR

(b) Sale of crockery or shoes

(c) A poster inviting students for a School Fest

OR

(d) A poster inviting students to a trip to Nainital or Chennai

6. (a) Explain the significance of (a) drama, and (b) character or *paatr* in a Radio-play. 10

(b) Write a 3-minute skit on either 'Road Safety' or 'Women's Safety' for the radio. 10

7. What are the differences between prepared and unprepared programmes for the television ? Cite examples of real programmes that you may have seen recently. How would your preparation differ for the two types of programmes ? 20
