

BACHELOR'S DEGREE PROGRAMME

Term-End Examination

December, 2011

02797

ELECTIVE COURSE : ENGLISH

EEG-03 : COMMUNICATION SKILLS IN ENGLISH

Time : 3 hours

Maximum Marks : 100

Note : *Answer any five of the following questions. Each question carries 20 marks.*

1. Your company has a contract with Office and Home Security Services. The service was satisfactory for the first eight months. Thereafter it deteriorated. Write a letter to the Manager of the Services regarding your grievance. **20**

2. You booked a double room at a hill resort, two weeks ahead of your visit. However, when you arrive you are given a single room. Write down a conversation between yourself and the manager. **20**

3. What are the characteristics of a good business report? Support your points with the help of suitable examples. **20**

4. What are Edward De Bono's 'Porridge words' ? 20
Why are they useful ?
5. What is 'idea' advertisement ? Illustrate your 20
points with the help of examples.
6. 'Radio drama can use only four kinds of signs - 15+5
speech, sound effects, music and silence'.
Comment.
7. Write a short and interesting TV script on one of 20
the following topics :
- (a) The rotting grains
 - (b) Commonwealth Games 2010
 - (c) Bringing Peace and Prosperity to kashmir
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ENGLISH***Time : 3 hours**Maximum Marks : 100*

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

1. What is a dialect, an accent and a style ? Explain 20
them with suitable examples.

2. Imagine that you have met a stranger, in whom 20
you have got interested, at a large party. How
would you open a chat and conduct yourself ?
Write in the form of a conversation.

3. Advise your younger brother or sister on matters 20
he/she should keep in mind while speaking at
the College Debating Society day after tomorrow.

4. (a) Write your C.V. in about 250 words. 10+10
(b) Write a covering letter to an employer.

5. Show your awareness of some popular formats in television and briefly comment on each one of them. 20
6. How is your reading experience different on the web as compared to other texts such as books, newspapers or, magazines ? Which do you prefer and why ? 5+15
7. Comment on the importance of either *rhetoric* or *grammar* in life. 20
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