

BACHELOR'S DEGREE PROGRAMME

Term-End Examination

June, 2013

ELECTIVE COURSE : ENGLISH

**BEGE-103 : COMMUNICATION SKILLS IN
ENGLISH**

Time : 3 hours

Maximum Marks : 100

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

1. Non -Verbal Mode of communication 20
complements verbal - communication. Discuss
and Elaborate.
2. What skills are required for an effective 20
performance in an interview ? Discuss and
elaborate preparations required for a job
interview.
3. You are Aman Kumar, a graduate and applying 20
for a job as management trainee in a reputed
company. Write a covering letter for your CV,
keeping in mind the following :
 - your eligibility for the job
 - your set of skills for the job
 - your interest in working for the company

4. There has been an incident of fire break out in your office. Your boss has asked you to conduct an investigation and submit a report with your suggestions to prevent such incidents/accidents in future. Write a report in about 250 words. 20

 5. What do you mean by corporate communication ? Discuss in detail nature and scope of corporate communication. 20

 6. Discuss with suitable examples difference between Information and Communication. 20

 7. What is an eulogy ? How is it different from a memoir ? Support your answer with suitable example. 20
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*Note : Answer **any five** of the following questions.*

1. (a) Explain the term 'code' in the theory of communication. 10+10
(b) What is 'noise' ? Give suitable examples of noise.

2. (a) In what ways are formal conversations 8
different from informal conversations ?
(b) Give a piece of conversation between two 12
friends who have been to see one of the films
showing in town.

3. Imagine that a meeting has taken place at a school 20
in your town to plan a cultural programme on
the 15th of August. The meeting was chaired by
the Head Master and attended by 7 or 8 teachers.
Prepare the minutes of the meeting for circulation
among the teachers.

4. Write three speeches in a debate on 'Civil Society Movement against corruption is unwarranted'; one in favour, one against the motion and one for the interjector. 8+8+4
5. Comment on the qualities of a good travelogue with special reference to pieces by Auden and MacNeice prescribed for your study. 8+8+4
6. What are the aims and objectives of advertising and its social and economic significance ? 20

OR

Briefly explain 'idea' and 'directmail' advertisements.

7. In the light of your reading, account for the success of 'Bharat : Ek Khoj', the 'Ramayana' or the 'Mahabharata' on television. 20
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