

BACHELOR'S DEGREE PROGRAMME / BHM

Term-End Examination

00941

December, 2015

ELECTIVE COURSE : ENGLISH

BEGE-103 : COMMUNICATION SKILLS IN ENGLISH

Time : 3 hours

Maximum Marks : 100

Note : Answer any **five** of the following questions. All questions carry equal marks.

1. What are Soft Skills ? What is their importance in getting ahead in careers ? 20
2. What is an Interview and what are its purposes ? How best would you prepare for a job interview ? 20
3. ABC Company Ltd., Mumbai, has advertised the vacancy of an Assistant Manager in *The Hindu*. Write a job application letter addressed to the Human Resource Manager and enclose your resumé. 20

4. What is the difference between Paraphrase, Précis and Summary ? What are the benefits of summary ? Describe the ways of summarizing text and speech. 20
 5. Why has radio kept its importance even after the arrival of television ? What types of programmes are broadcast on radio and what qualities should they have ? 20
 6. What is Corporate Communication ? What activities come under it ? What points need to be kept in mind while writing for a corporate body ? 20
 7. How do advertisements use language and logic to influence the people in their choices of what to buy ? 20
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