

BACHELOR'S DEGREE PROGRAMME / BHM

Term-End Examination

20295

June, 2017

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 carries 20 marks.

1. How are verbal and non-verbal communication different ? Give examples of both and also show how both are sometimes used simultaneously. 20
2. Define Group Discussion. Explain its significance and purpose in communication. 20
3. You had invited Professor Neera Arora to speak on "Gender Sensitization Programme" on 8th March, 2015 for Women's Day Celebration. Write a letter as Cultural Secretary of your college, thanking her for speaking about the laws for Women and Acts on gender discrimination. 20

4. "Television is primarily a temporal medium; Print is a spatial medium." Elaborate. 20
5. What is multimedia ? What are its uses ? 20
6. What are the different types of reports ? Discuss various aspects of language used in writing formal reports. 20
7. You are Mohan/Mona Biswas residing in Kolkata. You have recently passed out from NIT, Durgapur with a degree in Computer Science. Write an application for the post of Programmer to the Human Resources Director of Global Solution. 20

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

1. Write a letter to a travel agent enquiring about a holiday destination of your choice. 20

OR

Write a letter to your younger brother or sister advising him/her to organise his/her study for a specific competitive examination he/she is going to take in the near future.

2. Write a resumé of an interview for a post in either a government office or a school for the post of a teacher. 20

3. (a) Write a note on the format of a formal report. 8
- (b) Write a report as a journalist for your newspaper on an election meeting in your area. 12
4. What are the qualities of a good debater? Explain with suitable examples. 20
5. How do tables, charts and graphs help us in writing papers for seminars on social, educational or economic issues? 20
6. Show your acquaintance with various types of advertising. Support your points with examples. 20
7. Critically comment on two programmes you watch on television and suggest ways and means of improving them. 20
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