

BACHELOR'S DEGREE PROGRAMME / BHM

Term-End Examination

13008

June, 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 is 'Non Literal' use of language ? List the various 'Rhetorical devices' used in such type of communication ? 5+15=20
2. What do you understand by Standard English ? Discuss some of the differential features of British and American English. 20
3. What are soft skills ? Enlist and discuss some of the components of soft skills. 20
4. Write short notes on any **four** of the following : 5×4=20
 - (a) Skimming
 - (b) Scanning
 - (c) Characteristics of news/feature writing
 - (d) Plagiarism
 - (e) Clichés and Retronyms
 - (f) Corporate communication

5. Advise your younger brother or sister on the art and style of public speech. 20
6. Your friend is going to appear in an interview. What suggestions do you have in terms of pre-interview preparations and etiquette during and after interview ? 20
7. You ordered a lap-top using your credit card on the net. While placing the order, you were informed that it will be delivered within seven days of the payment. It has been more than two weeks and you have not received any consignment. Write a letter to the Sales Manager seeking explanation and demand 10% of refund as compensation on the total amount. 20

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

1. How are formal and informal letters different in style ? Throw light on the function of 'questions', 'imperatives', 'contractions' and 'ellipsis' in informal letters. 20

2. Write a conversation between two friends on the subject of superstition. Pepper your conversation with humorous remarks. 20

3. (a) As the chief of your car agency, write a memo for your employees advising them to be polite and helpful to the customers. 8

- (b) Your friend has just been selected for the job of an IAS officer. Write a letter to him on his success. 12

4. Write three speeches, one in favour, another against the motion : 'Today what we need the most is a clean and conscientious government.' The third speech should be for the judge.
(about 150+150+75 words) 20

 5. Write an article on a historic city or monument or a place of natural beauty for the Sunday Supplement of an English daily. 20

 6. Imagine that you have been asked to talk with a group of children in the age group of 9 – 13 years. Write briefly an outline of such a chat/talk. The choice of topic(s) is yours.
(250 words) 20

 7. How are documentaries and features different ?
Support your points with suitable examples. 20
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