

BACHELOR'S DEGREE PROGRAMME

Term-End Examination

December, 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 carries 20 marks.

1. Emotional Intelligence and Softskills have emerged as essential tools in personal as well as organizational growth. Discuss and elaborate. 20
2. What are effective communication skills in Public Speaking ? Discuss with special reference to style and substance in Public speaking. 20
3. You are Ranjana Kumari, a graduate applying for the post of an executive in a reputed company. Write a resume for this purpose keeping in mind the following : 20
 - Name and contact information.
 - Career objective.
 - Academic qualifications.
 - Professional qualifications.
 - Other details as you consider fit.Invent all necessary details.

4. You have come across an information that the management is raising a new block at the cost of two grown up trees in the compound. Write an appeal addressing the authorities to avoid cutting trees and re-design the building in such a way that these add to the aesthetics of the construction. 20
 5. IT revolution has opened multiple channels of communication. Discuss and elaborate the role of newly acquired tools like web, blog, email, etc. in corporate communication. 20
 6. How mixing of media results in an effective two - way communication ? Elaborate. 20
 7. What is a rhetoric ? Give some examples of effective rhetorical devices. 20
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1. Write a letter to a friend acknowledging receipt of his/her invitation for his/her wedding. Also, seek further information and provide details of your arrival at the wedding. **20**
2. Write a piece of conversation between two friends in around 15 turns on Sr. Anna Hazare and the Civil Society movement led by him. **20**
3. What is a report ? Show your awareness of the various types of reports. **20**
4. Imagine that you have been invited to inaugurate a seminar on distance education. Write your speech in about 250 words on its relevance for the society stating its merits and shortcomings. **20**

5. Comment on the qualities of a good diary. Supply suitable examples from Samuel Pepys and Anne Frank in support of your points. 20

 6. Show your familiarity with an 'article', a 'feature', a 'column', a 'review' and a 'middle' in the print medium. 20

 7. What are 'informational' and 'interpretative' interviews? Illustrate your answer with suitable examples. 20
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