

78690

BACHELOR'S DEGREE PROGRAMME

Term-End Examination

June, 2011

ELECTIVE COURSE : ENGLISH

EEG-03 : COMMUNICATION SKILLS IN ENGLISH

Time : 3 hours

Maximum Marks : 100

Note : Answer any five of the following questions.

1. (a) What are the differences between letters and memoranda ? 8
(b) Why are memos written ? Give two illustrative examples. 12
2. How are formal and informal conversations different ? Support your points with suitable examples. 20
3. If you were the Head Master of the school in the neighbourhood what would be your speech after hoisting the flag on the 15th of August or 26th of January ? 20
4. Describe a group discussion on 'Corruption in Public Life in India Today.' 20

5. Why should you read travelogues ? Give examples from the ones you may have read. 20
 6. How would you, as a radio broadcaster, catch and keep the attention of your listeners ? 20
 7. What are the differences between a documentary and a feature ? 20
 8. How is writing for newspapers different from writing for magazines ? Elaborate. 20
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**BEGE-103 : COMMUNICATION SKILLS IN
ENGLISH**

Time : 3 hours

Maximum Marks : 100

Note : Answer any five of the following questions.

1. Enumerate the points you would keep in mind while interacting in a face - to - face situation with someone from another culture. 20

2. How would you make enquiries about 'procedures' ? Write your answer in the form of a conversation. Use wh - questions but also statements which function as questions. 20

3. If you were the head of the Human Resource Department of a company, what general professional and personal questions would you ask a fresh candidate seeking employment with your firm ? 20

4. (a) Give a structure of a research report. **10**
(b) Write a memo announcing the opening of three new Study Centres in your district. **10**
5. Explain, with suitable examples, the following catch phrases for producers : **10+10**
(a) Well begun is half done ; ill begun is undone.
(b) Tell them what you're going to tell them ; tell them ; and tell them what you've told them.
6. How is creative writing different from corporate writing ? Show your familiarity with the various types of the latter. **5+15**
7. Explain **any two** of the following : **10+10**
(a) Metaphor
(b) Meiosis
(c) Antonomasia
(d) Personification
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