

10614

BACHELOR'S DEGREE PROGRAMME / BHM

Term-End Examination

December, 2016

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 is meant by 'emotional intelligence' ? Why is it becoming more and more important every day ? Support your answer with suitable examples. 20

2. Write a note on the art of making enquiries and asking questions. Support your answer with some good examples. 20

3. Tell us about your dream job. Then imagine yourself before the selection committee of one such organisation and write an excerpt from such an interview in about 15 turns. 5+15=20

4. Write a letter to Prof. Mridula Pandit, your supervisor at the Department of Chemistry at Patna University requesting her to write in support of your application for the position of a chemist at a pharmaceutical company. Tell her about your work in the two years since you got your doctorate under her supervision. 20
5. Comment on the clever use of language and other signs in advertisements. 20
6. Why is the 'pan' often called the movement of discovery by television experts? Give examples. 20
7. Write short notes on any *four* of the following: 4×5=20
- (a) WWW
 - (b) Hyperlinks
 - (c) Hypertext
 - (d) Website
 - (e) Home or Landing Page
 - (f) Portal
 - (g) URL
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Note : Answer in your own words any **five** of the following questions. All questions carry equal marks.

1. What is 'communication' ? Supply suitable examples in support of your answer. 20

2. Write a piece of conversation between a teacher and a student on the relative merits of reading 'science', the 'arts' or 'commerce' at the undergraduate level. 20

3. Show your acquaintance with various types of reports. What are the characteristics of a good business report ? 10+10=20

4. Prepare a draft of a talk you are to give on the radio on the relevance or otherwise of reservation in employment for the weaker sections of our society such as the Scheduled castes and tribes. 20

5. What are the qualities of a good travelogue ? You may cite instances from those of W.H. Auden, Louis MacNeice and Graham Greene prescribed for you. 20
 6. List the various types of advertisements and briefly explain each of them. 20
 7. What is 'drama' ? Why are characters so called ? Why are 'ideas' important in drama ? 20
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