BACHELOR'S DEGREE IN LIBRARY AND INFORMATION SCIENCE (REVISED)

Term-End Examination

December, 2017   01535

BLI-225 : COMMUNICATION SKILLS

Time : 3 hours   *Maximum Marks : 70*

Note : Answer All questions.

1. Read the passage and answer the questions that follow :

   You may have a personal portfolio website for a number of reasons. If you're a freelancer, then you'd need one to showcase your work and allow people to contact you. If you're a student (or unemployed), then you'd need one to show prospective employers how good you are and what you can do, so that they might hire you. If you're part of a studio, then you might use one to blog about your design life, show people what you're doing and build your online presence.

   A personal portfolio website is all about promoting you. You are a brand, and your name is a brand name. No one is going to know about your brand unless you get it out there; and if you're a Web designer, developer, writer, gamer or any other type of creative, then it's essential that you have a good portfolio website.

Your logo is usally the first thing a user sees. It doesn't necessarily have to be your name, but if you're trying to promote yourself online, then it's a good idea to go by your name. And always link your logo to your home page. It's a common convention that users expect online.

Once the user sees who owns the website, they'll want to know what it is you do. This is where you explain what you do with a tagline. Your tagline should be short and snappy, summarizing what you do.

This is a personal portfolio website after all, so your portfolio will determine whether the website is interesting or not. People will want to see your previous work to decide whether you're good or not and for general interest, to see what you've been up to in the past.

Depending on what you do, your portfolio should contain big high-quality images, clearly accessible to the user. Include a short description for each project, including the different skills that you needed to complete the project.

Make it clear, and break it down: Web design, development, video, copywriting, branding, etc. You may want to be even more specific: corporate branding, church website design, Flash banner ads and so on.

It's all about you. Let people see the man or women behind the mask (i.e. website). Share your background, where you came from, how many years you've been in the business, etc. The more details you give, the better your users can form a bond and build trust with you.

If you're not camera-shy, show a picture of yourself. This will give potential clients piece of mind by allowing them to see who they're dealing with, and it adds an element of trust.

(a) Say whether the following statements are   5
     true or **false** :
     (i)   A personal portfolio website is a waste of time.
     (ii)   A tagline should be long and detailed.
     (iii) Clear images make the portfolio better.
     (iv)   It is important to form a bond with users.
     (v)   It's a bad idea to list achievements.

(b) Answer the following questions :   5
     (i)   What do people look for while accessing a portfolio entire ?
     (ii)   Keeping these suggestions in mind, give a suitable tagline to the portfolio of a professional photographer.
     (iii) Why should you include a picture of yourself in the portfolio ?
     (iv)   What does information about awards achieve ?
     (v)   Give a suitable title to the passage.

(c)   Find words in the passage that mean the   10
      same as the following :

    (i)   Permit

    (ii)   Vital

    (iii) Custom

    (iv) Decide

    (v)   Various

2.   Write a paragraph on **any one** of the following :   20
     (350 words)

    (a)   My vision of the world.

    (b)   Mobile phones : blessing or curse ?

    (c)   The internet will kill books and reading.

    (d)   Environment versus development.

3.   Write a dialogue of 10 rounds to discuss whether   20
     stadiums should be turned into Libraries. Give
     both views.

4.   Pick out the reduced clauses in the following and   5
     write their full form :

    (a)   The boy in my class

    (b)   The suggestions given by my boss

    (c)   The music of the birds

    (d)   The ideas in the portfolio

    (e)   The sound of the rain

5. Complete the following with the appropriate form   5
   of the verbs given in brackets :

   (a) She _____ (have) appointed leader of
        her group recently.

   (b) The police _____ (register) a
        complaint against my Nighbour last night.

   (c) The students _____ (respond)
        favourably to his suggestions during his
        lecture this morning.

   (d) My brother will _____ (lose) his
        citizenship if he does not apply in time.

   (e) The University _____ (change) its
        website profile every year.

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