

BACHELOR'S DEGREE PROGRAMME / BHM

Term-End Examination

26595

June, 2019

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 are prescriptive and permissive attitudes to language ? Discuss your attitude towards the use of English. 20

2. How are personal enquiries made in English ? Give examples of some of them and say which one you would prefer and your reasons for it. 20

3. Write a letter to your younger sibling telling him/her about the points he/she should pay attention to in public speaking. 20

4. Write a follow-up letter to the Principal of a college in your town that had advertised the post of a programmer for which you were an applicant. 20

5. Discuss in detail the range and scope of print media. Also elaborate upon the general characteristics of newspaper writing. 20
6. Show your acquaintance with various types of corporate communications. 20
7. Write short notes on any *four* of the following : 20
- (a) Irony
 - (b) Metonymy
 - (c) Simile and Metaphor
 - (d) Personification
 - (e) Paradox
 - (f) Hyperbole
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