

BACHELOR'S DEGREE PROGRAMME / BHM

Term-End Examination

06865

December, 2017

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. Compare and contrast the significance of verbal and non-verbal communication. How are they complementary ? 20

2. What preparations are required for appearing for an interview ? Enumerate various types of questions asked in an interview. Give examples. 20

3. Write a letter to the Manager of Woodcraft Ltd., Hyderabad, complaining about the damage in some furniture you had purchased a week ago. Invent other details as required. 20

4. Discuss some important characteristics of American English. How are those different from British English ? 20
 5. Discuss the important features of content writing for the Web. 20
 6. Write an essay on the non-literal use of language. Explain with examples, any five rhetorical devices which play an important role in making language effective. 20
 7. "Television is sometimes called a medium of 'the talking head'." Examine the validity of the statement with reference to shot sizes, camera movements and transitions. 20
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Note : *Answer any five of the following questions in your own words. Each question carries 20 marks.*

1. Write a letter to the editor of a newspaper commenting on the reports about demands for reservation in government services. 20

OR

Write a letter to a friend inviting him/her to attend your wedding.

2. Write a conversation in about 20 turns between yourself and your friend, either about a social event or about the problems faced by farm labourers. 20

3. A foreign tourist agency has asked for information on the 'Buddhist Trail' in India. Prepare a report in about 300 words. 20
 4. How would you unfold the personality of an eminent writer, sportsperson or film star through an interview ? Give examples in support of your points. 20
 5. Comment on the art of the diarist by alluding to the pieces prescribed in your course. 20
 6. Show your acquaintance with various types of writings for the newspaper other than news and current affairs. 20
 7. With reference to two different types of radio programmes, how will you ensure that your message does not get lost ? 20
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