

**BACHELOR'S DEGREE PROGRAMME****Term-End Examination****June, 2012****ELECTIVE COURSE : ENGLISH****BEGE-103 : COMMUNICATION SKILLS IN  
ENGLISH***Time : 3 hours**Maximum Marks : 100*

*Note : Answer any five of the following questions in words of your own.*

1. Write briefly about British , American and Indian Englishes. Which one would you prefer , and why ? **20**
2. Provide a list of various ways of introduction in formal and informal situations. **20**
3. Write a letter to your younger brother or sister cautioning him /her about the various aspects of delivery of a speech at his / her school or college. **20**
4. What is a bad - news letter ? What are the qualities of a good bad - news letter ? Write an e-mail to a client conveying a bad - news on behalf of your company. **2+6+12**

5. What do we mean by an inverted pyramid structure of a news story ? What are the attributes of a good news story ? 7+13
  
  6. Enlist some popular formats in television and critically comment on any two of those with reference to the programmes that you have seen. 4+8+8
  
  7. Write a short eulogy on a friend or a colleague in your office. You may imagine that it is for oral presentation. 20
-