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BEGE-103

BACHELOR'S DEGREE PROGRAMME

(BDP)

Term-End Examination

June, 2020

**BEGE-103 : COMMUNICATION SKILLS IN
ENGLISH**

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer any five questions.

(ii) All questions carry equal marks.

1. What are soft skills ? Describe some components of soft skills and show how they are important for us.

5 + 15

P. T. O.

2. Your younger brother has been asked to come for group discussion by an organization. Advise him on conducting himself during the group discussion. Give example to illustrate your answer. 20
3. (a) Write a cover letter for employment at a news agency or trading firm. 10
- (b) Prepare a detailed C. V. for either of the jobs. 10
4. What do we mean when we call television a liberal educator ? Do you agree with this point of view ? Give reasons for your answer. 20
5. How is creative writing different from corporate writing ? Show your acquaintance with some types of the latter. 5 + 15

6. How do advertisements use language and logic to influence people in their choices of things to buy ? Give examples. 20

7. Briefly explain any *four* of the following :

4 × 5 = 20

- (a) Metaphor
- (b) Meiosis
- (c) Antonomasia
- (d) Irony
- (e) Euphemism
- (f) Pun
- (g) Rhetorical questions