

BACHELOR'S DEGREE PROGRAMME / BHM

Term-End Examination

June, 2021

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. Write short answers on the following. Give examples, wherever necessary. 10+10

(a) What are the differences between the styles of a formal and an informal letter ?

(b) What are some effective note-making skills ? Discuss them.

2. Today, junior and middle level managers are expected to communicate with international clients. What role do Emotional Intelligence and Soft Skills play in how these managers interact with their clients ?

Give two examples to support your answer.

20

3. Write an answer on any **one** of the following : 20

(a) "Conversation is based on the principle of cooperation." Explain this statement and give example of a dialogue where conversation fails because people do not follow the cooperative principle.

(b) Read the following statements where the speaker is disagreeing with someone :

A : I don't like your idea. It is doomed to fail.

B : Your idea is interesting but have you thought of the possible outcomes ?

What is the difference in the way A and B disagree with their listener ? Discuss different types of disagreements and how they affect the listener.

4. Some people think that raising their voice, using a lot of hand gestures and cutting other people's speech in a group discussion shows that you are the most knowledgeable person in the group. What do you think of this ? What are some of the things to keep in mind while being engaged in a group discussion ? 20

5. It is said that radio has a wider reach than television. Do you think this opinion holds true in the 21st century ?

Give reasons and examples to support your answer. 20

6. Discuss how careful preparation and imagination can raise the quality of TV programmes.

Give examples to support your ideas. 20

7. How is communication organised in a corporate environment ? What are the different types of written communication in a corporate organisation ? Give examples. 20
