

BEGAE–182

BACHELOR OF COMMERCE (BCOMOL)

ENGLISH COMMUNICATION SKILLS

Time: Three Hours

Maximum Marks: 100

Note: The question paper has three Sections. Attempt any five questions from Section A and Section B respectively. Attempt any two questions from Section C.

Section–A (5×4=20)

Note: Attempt any *five* questions from this Section A. All questions carry equal marks.

1. What are the five types of visual aids? Explain.
2. Discuss in brief the etiquettes one must follow while attending a meeting.
3. Explain the meaning of the underlined idioms:
 - a) I refuse to play second fiddle to my younger sister.
 - b) I have had enough
 - c) I am sorry I cannot listen to you now. I am pressed for time
 - d) I'd better write the information in my notebook. I have a head like a sieve.
4. Write statements to convey the given meanings:
 - a) Compliment
 - b) Acceptance
 - c) Agreement
 - d) Rejection

5. Match the words in Column A with those in Column B to form compounds (any four):

Column A	Column B
i) brain	pour
ii) down	felt
iii) draw	case
iv) heart	back
v) stair	storm

6. Choose the correct prefix given in the brackets to express the kind of meaning indicated, for each word given below:

- Contented [mal-, dis-, un-] negative
- Represent [non-mal-, mis-] wrong
- Inform [mat, mis-, dis-] incorrect
- Active [ultra- in-, hyper-] extremely

7. Which mode of communication would you adopt in the following cases?

- The message is urgent.
- The message is important and lengthy.
- The message sent should be available in records.
- The information is to be sent to all employees in different branches.

Section–B (5×10=50)

Note: Attempt any five questions from this section. All question carries equal marks.

8. What is meant by ‘Subvocalizing’?

9. Discuss in about 200 words, the four levels of comprehension.

10. Explain the importance of shared assumptions between writer and reader. Comment on the role of 'prediction' in reading.
11. What are the various factors of effective communication? Discuss 'semantic and linguistic.
12. Write a short note on Barriers to communication.
- 13.
14. Write a set of 10 dialogues between a customer and a service provider, enquiring about the services available and the details related to it.
[For e. g., You are interested in going abroad for studies and want to know the details regarding, tickets, visa, etc.]

Section–C (2×15=30)

Note: Attempt any two questions from this Section (in 300 words each). All questions carry equal marks.

15. What do you understand by 'efficient reading'? Outline in detail the characteristics of reading.
16. Write a group discussion on the topic of 'Advantages and Disadvantages of online learning'. Write three sets of arguments for a group of four students.
17. Write a letter to the General Manager of a company, asking for details of the products and the process of buying those products.