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BEGE-103

**BACHELOR'S DEGREE PROGRAMME/
BHM**

Term-End Examination

June, 2023

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

Time : 3 Hours

Maximum Marks : 100

*Note : Answers five questions in all. Q. Nos. 1 and
2 are compulsory. All questions carry equal
marks.*

1. Write short notes on any *two* of the following.

Give examples wherever necessary : $2 \times 10 = 20$

- (a) Is there a need for communicating in English ?
- (b) Would you consider English to be an international language ?
- (c) Differentiate between dialect and accent.

P. T. O.

2. Answer any *one* of the following questions : 20
- (a) Does English have a future in India ?
 - (b) How is the art of communication affected by societal changes ?

Note : Answer any *three* of the following questions.

3. "Silence can be appropriate or inappropriate depending on the situation." Comment, giving examples. 20
4. Explain how a good communication would make personal enquiries, by giving examples. 20
5. Write a note on communication and social media. Does social media convey everything effectively ? 20
6. How is language used in signages/hoardings or even advertisements ? Give examples in support of your answer. 20

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7. Write a report for your organisation/hotel on any **one** of the following topics: 20
- (a) Promoting boutique hotels
 - (b) Customer satisfaction
 - (c) Investing in soft skills training/capacity building of your personnel
 - (d) Increasing / boosting sales
8. Is there a difference between writing for the print media and writing for the web ? Examples should be given to illustrate you answer. 20