

18856

BACHELOR'S DEGREE PROGRAMME / BHM

Term-End Examination

June, 2015

ELECTIVE COURSE : ENGLISH

BEGE-103 : COMMUNICATION SKILLS IN ENGLISH

Time : 3 hours

Maximum Marks : 100

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

1. What is globalization ? Explain how communication explosion has brought about globalization and unprecedented social change. 20
2. What is non-verbal communication ? Elaborate. 20
3. What is the purpose of a group discussion ? What is the difference between a general group discussion and an interview group discussion ? You have to participate in a group discussion as part of a job interview. How would you go about it ? 20

4. In what ways are reports different from stories ? Describe the different types of reports and their writing, in detail. 20
5. What do you understand by Media ? Differentiate between the following :
- (a) Temporal Media and Spatial Media
 - (b) Information and Communication
 - (c) One way Communication and Two way Communication 20
6. Why is World Wide Web called a convergent medium and what types of content go on it ? What points need to be kept in mind while creating content for it ? 20
7. What is Rhetoric ? Describe the different rhetorical devices. 20
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