

Roll

B.A.II/B.T.S (English)
Examination-2012
EEG-03
Communication Skills in English

Time: 3 Hours

Max Marks: 60

Note: The Question paper is divided into three sections A, B, and C.

Section-A
(Long Answer Questions)

Note: Answer any two questions.

2x15=30

Long Answer Question

1. What is a memo? Write a memo to Mr. Anil Singh, the head of your department, asking for an extension of the deadline for the completion of interiors in some newly built cottages in the resort where you work. Your reasons for asking for extension are shortage of staff and late delivery of some furnishing material.
2. A retired person deposited money with the DDA as registration fee for a flat. Ten years have passed but the flat is yet to be built. He writes to a newspaper expressing his disappointment with DDA and sharing his problem with public.
Write a letter on behalf of the retired gentleman. Invent dates, amount, receipt no., etc.
3. Traffic jams are a familiar sight on roads. Write a report for the local newspaper about the problems faced by the commuters because of traffic jams and the urgency of taking measures to improve the situation (300 words).
4. Write a detailed review on any one:
 - a. A recent movie you have seen
 - b. Any book you have read

Section-B
(Short Answer Questions)

Note: Answer any 4 questions. Each answer should not exceed 100 words. Each question carries 5 marks. 4x5=20

1. Write out arguments for and against the following proposition. "T.V. is beneficial for young children" (about 100 words for and 100 words against)
2. Write an application to the Regional Director requesting him to change your study centre giving reasons for the same.
3. Write a brief conversation in which two friends discuss their hobbies. (150 words)
4. Write a short conversation that may take place at an interview for the post of Assistant manager in a travel company. Some of the requirements for the job are:
Improving the efficiency of the staff; increasing clientele; innovative strategies to achieve targets; liaison between staff and proprietors of the company. **(150 words)**
5. What is the difference between the terminal and instrumental purposes of communication?
6. Give some reasons for writing memos.
7. What is the most diary like feature in diary language?
8. Write down some essential do's and don'ts of minute writing.

Section-C
(Objective Questions)

Note: Answer all questions. Each question carries 1 mark.

10x1=10

1. 'got up late in the morning' is a subjectless statement. (True/False)
2. 'Don't just read. *Read between the lines.*' The italicized phrase means:

- a. To read every line twice
 - b. To read every alternate line
 - c. To look for meaning not actually expressed
3. *Discovery of India* telecasted on Doordarshan was a:
- a. Series
 - b. Soap
 - c. Documentary
4. Newspaper is an important medium of mass communication. (True/False)
5. *Krishnamurti's Notebook* is a:
- a. Diary
 - b. Travelogue
6. The official records of discussions and decisions taken during a meeting are called.....
7. For internal circulation informal reports can be written as letter or as memoranda. (True/ False)
8. Advertising is essentially a piece of persuasive communication. (True/False)
9. A pamphlet or booklet which provides summarized information about an institution and its programmes is called:
- a. Leaflet
 - b. Brochure
 - c. Folder
10. The authorities at the office are courteous not vigorous. The word 'vigorous' here means:
- a. Discourteous
 - b. Thorough and energetic
 - c. Time-taking
 - d. lethargic