

Roll No.

Total Pages : 3

351107

January 2023

**BA(JMC) Re-Appear-1 SEMESTER
Fundamental of English Language (BJMC-100)**

Time: 3 Hours]

[Max. Marks. : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. (a) Expand SWOC and STEP. (1.5)
- (b) What is positive attitude? (1.5)
- (c) Describe mock-interview. (1.5)
- (d) What is communication skill? (1.5)
- (e) Negotiation Skills. (1.5)
- (f) Hypothesis. (1.5)
- (g) Presentation Skill. (1.5)
- (h) Group Discussion. (1.5)

- (i) Expand and explain WTO. (1.5)
- (j) Image Building. (1.5)

PART-B

- 2. (a) What are the barriers to communication? (10)
- (b) What is scientific temper? Explain with example. (5)

- 3. (a) Has there been a time when you turned a failure into a success? What did you learn from that? Describe. (5)
- (b) What do you understand by goal-setting? Give any *one* strategy of goal-setting. (10)

- 4. Discuss any *ten* logical fallacies with *one* example each. (15)

- 5. (a) What do you understand by USP? Describe the USP of any *one* product. (5)
- (b) Describe any 7C's of communication with example. (10)

- 6. (a) Write the important elements of a report. (10)
- (b) Draft a resume for your desired job profile in your dream company. (5)

- 7. Write an essay on any *one* of the topics : (15)
 - (a) Corporate Social Responsibility.
 - (b) Problem solving skills.
 - (c) Intellectual Property Rights.
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