

December 2022

BA(JMC)- III SEMESTER

Effective Communication in English (BJMC-301)

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

- Q1 (a) Expand SWOC. (1.5)
- (b) SPSE stands for? (1.5)
- (c) What is positive attitude? (1.5)
- (d) What is etiquette? (1.5)
- (e) Importance of Note taking. (1.5)
- (f) Localization (1.5)
- (g) Rahul went to school despite of having a fever. (correct the sentence) (1.5)
- (h) How interviewer is different from interviewee? (1.5)
- (i) Difference between Technical writing and general writing. (1.5)
- (j) Explain GD (Group Discussion). (1.5)

PART -B

- Q2 (a) Explain 5W's and 1H approach with example. (10)
- (b) What are Human factors and Ergonomics? (5)
- Q3 (a) What does OCAR stand for? Explain with suitable example. (5)
- (b) What is presentation? Explain the tips for making the presentation effective. (10)
- Q4 What do you understand by discourse? What are the major types of discourses? (15)
- Q5 (a) What a candidate should and should not bring at the time of interview? (5)
- (b) What are the various factors that determine document design and information? (10)
- Q6 (a) Discuss the important elements of a formal report. (10)
- (b) How should we deal with difficult callers in a telephonic conversation? (5)
- Q7 Which one is better, a resume written in chronological order or reverse chronological order? Explain with suitable examples. (15)
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