

Roll No.

Total Pages : 2

351306

December 2023

**B.A. (JMC) Re-Appear- IIIrd 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

1. (a) Expand SWOC (1.5)
- (b) Define Expository writing. (1.5)
- (c) Define 5 W and 1 H. (1.5)
- (d) Define Hedging. (1.5)
- (e) Expand IMRD. (1.5)
- (f) Define Human Factors. (1.5)
- (g) Unsolicited Proposal (1.5)
- (h) Courtesy in calls. (1.5)
- (i) Differentiate between OCAR and SPSE structure. (1.5)
- (j) Differentiate between Chronological and Reverse Chronological writing. (1.5)

351306/30/111/395

110 [P.T.O.]

PART-B

2. (a) What are the features of unified writing? Explain 'coherence' as an element of effective writing. (10)
(b) What is note-taking? How does note-taking help in listening? (5)
3. (a) What role does 'audience analysis' play in preparing an effective presentation? (5)
(b) Making goal setting a part of your life can dramatically change your success at the workplace. Elaborate. (10)
4. Write a report as a student volunteer on the behalf of Students Council on the possibility of starting a Co-operative store in your institution. (15)
5. (a) What are perceptions? How are they affected? (5)
(b) Discuss the conflict resolution techniques with suitable examples. (10)
6. (a) What is the importance of using right words in the right place in Group Discussion? Explain. (10)
(b) What points should be kept in mind while delivering a speech? (5)
7. Imagine you are the Principal of a reputed school. You are interviewing the parents for their child's admission. What questions would you ask and give appropriate answers to them. (15)