

overload also poses a threat, as the sheer volume of data available can be overwhelming and hinder our ability to focus. Social isolation is another potential pitfall, as excessive reliance on digital communication can lead to a disconnect from real-world interactions. Despite these challenges, ICT remains a powerful force shaping the future. As technology continues to evolve, we can expect even more profound changes in the way we connect, work, and learn in the years to come.

Roll No.

Total Pages : 4

301206

May 2024

**BBA (GEN/DM/IIFSB)-II Semester
English-II (AEC-106-N1)**

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) Define public speaking. (1.5)
- (b) What is a resume? (1.5)
- (c) Define narration. (1.5)
- (d) What is extemporary? (1.5)
- (e) Define a 'feature'. (1.5)
- (f) What is comprehension? (1.5)
- (g) What is brainstorming? (1.5)

- (h) What is 'brevity' in communication? (1.5)
(i) What is a summary? (1.5)
(j) What is a 'drill'? (1.5)

PART-B

2. (a) Write a feature on the topic of your own choice. (10)
(b) What are two ways to ensure your writing is concise and avoids unnecessary words? (5)
3. (a) Identify two key elements to consider when brainstorming ideas for a captivating speech. (5)
(b) Explain the role of headlines and captions in news articles. (10)
4. What are good public speaking techniques? Describe with examples. (15)
5. (a) Briefly describe the importance of a strong opening for a speech. (5)
(b) What is the importance of vocabulary in the communication? How can we master the vocabulary? (10)
6. (a) Write a detailed essay on the "Indian constitution". (10)
(b) List the *three* main parts of a typical essay structure. (5)

7. Summarize the following paragraph in 100 words. (15)
- Information and communication technologies (ICT) have woven themselves into the very fabric of our lives, fundamentally altering how we access, process, and share information. This expansive domain encompasses a vast array of tools, from the ubiquitous personal computers and smartphones we carry in our pockets to the intricate networks and infrastructure that silently hum behind the scenes, allowing seamless global connectivity. ICT empowers us to bridge vast distances in an instant, fostering communication through email, instant messaging applications, and real-time video conferencing. It grants us access to an ocean of knowledge through the internet, a boundless resource for learning, research, and collaboration. The impact of ICT extends far beyond individual users, transforming numerous industries. Businesses have streamlined operations and facilitated remote work, unlocking new avenues for productivity and efficiency. Innovation has been spurred in sectors like healthcare, where ICT facilitates telemedicine and remote patient monitoring. In education, online learning platforms and collaborative tools empower students and educators alike. However, the ever-present allure of connectivity brings its own set of challenges. Digital security remains a concern, with the need to protect sensitive information in our increasingly digital world ever growing. Information