

Roll No.

Total Pages : 3

453104

December, 2019
BA (JMC) Semester-I
FUNDAMENTAL OF ENGLISH LANGUAGE
[BJMC100]

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 GROW. (1.5)
- (b) Root cause analysis. (1.5)
- (c) Define Crisis. (1.5)
- (d) Expand USP. (1.5)
- (e) Hypothesis. (1.5)
- (f) Divide and conquer. (1.5)
- (g) Importance of Body language in Interview. (1.5)

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- (h) Expand SWOC. (1.5)
- (i) Draw a memo layout. (1.5)
- (j) What skills are judged in a GD. (1.5)

PART - B

- 2. (a) What are the seven C's of communication? Discuss in detail. (10)
- (b) List any five logical fallacies with examples. (5)

- 3. (a) How do personal opinions and prejudices of various individuals act as barriers to effective communication? Discuss. (5)
- (b) What are visual aids? Reflect on different kinds of visual aids. (10)

- 4. Throw light on the structure of a detailed report. (15)

- 5. (a) What are the characteristics of attainable goals. (5)
- (b) Write a paragraph on any *two* (150 words each)
 - 1. WTO
 - 2. IMF
 - 3. CSR. (10)

- 6. (a) Discuss the various steps which leads to a successful image of a popular brand. (10)
 - (b) Explain the process of negotiation in detail. (5)

 - 7. You have just completed your Bachelor course and you are looking for a job. Draft a resume as a fresher highlighting your strengths and skills. (15)
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