

Roll No.

Total Pages : 2

351304

Jan. 2022

BA (JMC) - III SEMESTER

Effective Communication in English (BJMC-301)

Time : 90 Minutes]

[Max. Marks : 25

Instructions :

1. *It is compulsory to answer all the questions (1 mark each) of Part-A in short.*
2. *Answer any three 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) What is Hypothesis? (1)
- (b) Expand SWOC. (1)
- (c) What is an e-mail? (1)
- (d) SPSE stands for? (1)
- (e) Localization. (1)
- (f) Importance of note taking. (1)
- (g) Nominalization. (1)
- (h) How interviewer is different from interviewee? (1)

- (i) Father _____ (advised/adviced) me not to go out in the cold. (1)
- (j) Positive attitude. (1)

PART-B

2. (a) Explain 5W's and 1H approach. (3)
- (b) Give an example of setting personal goal. (2)
3. (a) How does body language affect a presentation? Explain. (2)
- (b) Explain IMRD structure with example. (3)
4. Which is better a resume written in chronological order or reverse chronological order? Explain with suitable examples. (5)
5. (a) What is the importance of critical thinking in life including work place? (3)
- (b) What are technical writing skills? Explain. (2)
6. (a) What a candidate should and should not bring at the time of interview? (2)
- (b) Discuss the important elements of a formal report. (3)