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324405

May-2026

B.Sc.(AM)-IV SEMESTER

Critical Thinking and Rhetorical Communication

(AEC-109-V)

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 communication.	(1.5)
	(b)	What is critical thinking?	(1.5)
	(c)	Explain the importance of mock-interview.	(1.5)
	(d)	What is hypothesis? Explain.	(1.5)
	(e)	What is leadership?	(1.5)
	(f)	How to identify the credibility of the content?	(1.5)
	(g)	Explain the importance of collaboration.	(1.5)
	(h)	Explain 3 P's of conflict resolution.	(1.5)

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(i) Write a note on Rhetorical strategies of writing. (1.5)

(j) Write a note on Edward de Bono's Thinking Hats. (1.5)

PART–B

2. (a) How do advertising companies use rhetoric to manipulate consumers? Explain with examples. (10)

   (b) How do fake news websites create misleading yet seemingly credible articles? (5)

3. (a) Discuss in brief five methods of conflict resolution. (5)

   (b) Differentiate between inductive and deductive reasoning. Support your answer with an example. (10)

4. Some people say the government should not put money into building theatres and sports stadiums; they should spend more money on medical care and education. To what extent do you agree or disagree with this opinion? You should write at least 300 words. Give reasons for your answer and include any relevant examples from your own knowledge or experience. (15)

5. (a) What is the importance of critical thinking in life including work place? (5)

   (b) What does the acronym CRAAP stand for? How would you apply the CRAAP test to a social media post? (10)

6. (a) Explain the process of Group Discussion. Describe key skills required for Group Discussion. (10)

   (b) How do you ensure that your team remains motivated and engaged during challenging projects or tight deadlines? (5)

7. What does the STAR acronym stand for in interviews? How can you tailor your STAR answers to fit the job description? Explain in detail. (15)