

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.A (Journalism and Mass Communication) (Sem.-1)

ENGLISH

Subject Code : UC/BTHU-103-19

M.Code : 77263

Date of Examination : 10-01-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Answer briefly :

- a) Define feedback.
- b) What do you understand by external communication?
- c) Distinguish between verbal and non-verbal communication.
- d) Mention linguistic barriers to communication.
- e) 'Communication is a two-way process'. Explain.
- f) Define close reading.
- g) What are various types of reports?
- h) What is a channel in communication?
- i) Discuss downward communication and its forms.
- j) What is a sales letter?

SECTION-B

2. Discuss the role of communication in different spheres of life.
3. Write a sales letter to the Principals / Heads of institutions in your city promoting a Smart Tablet, your company has launched for the education sector. Highlight the features of the product.
4. Write a detailed note on the salient features of written communication and show how it differs from oral communication?
5. Critically analyze the following text:

Society makes various divisions among human beings on the basis of class, caste gender, beliefs, etc. These distinctions are often deep-rooted only in the minds of adults. Children have their own unique way of accepting people where divisions and barriers are non-existent. The story 'Kabuliwallah' by Rabindranath Tagore realistically describes the relationship between a little girl and a traveling salesman, that manages to break societal barriers even in adult minds.

6. Discuss various channels of communication with the help of examples.

SECTION-C

7. What are various barriers to communication? Also, mention the remedies to overcome these barriers. Substantiate through relevant examples.
8. "Effective Communication is of prime importance for any business organization" Explain.
9. Suppose, your company is witnessing a decline in the sales of a particular product for the past few quarters. Write a report on the same. Invent the necessary details.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.