Roll No…….. **Total No. of Printed Pages: 02**
Total No. of Questions: [09]

B.Sc. Hons. (AME) (Semester: 1st)
ENGLISH COMMUNICATION
Subject Code: BAME3107
Paper ID: [20131104]

Time: 03 Hours **Maximum Marks: 60**

Instruction for candidates:

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consist of 5 questions of 5 marks each. The student has to attempt any 4 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A **(2 marks each)**

Q1 Attempt the following:

a) What are all the different types of non-verbal communication forms available?
b) What are the do's and don'ts in an interview?
c) Explain semantic barrier in communication with an example.
d) Define group discussion and discuss its characteristics.
e) Explain informative report with an example.
f) Explain grapevine form of communication with an example.
g) List down any five key principles of business letter writing.
h) Explain the difference between monologue and dialogue.
i) Explain how can one acquire good speaking skills.
j) What is documentation? Explain with the help of an example.

Section – B **(5 marks each)**

Q2 Draft a resume along with the covering letter for the post of a management trainee in a reputed Multi National Corporation (MNC).

Q3 Explain the role of beliefs, customs and attitude in communication and how it acts as a input the communication.

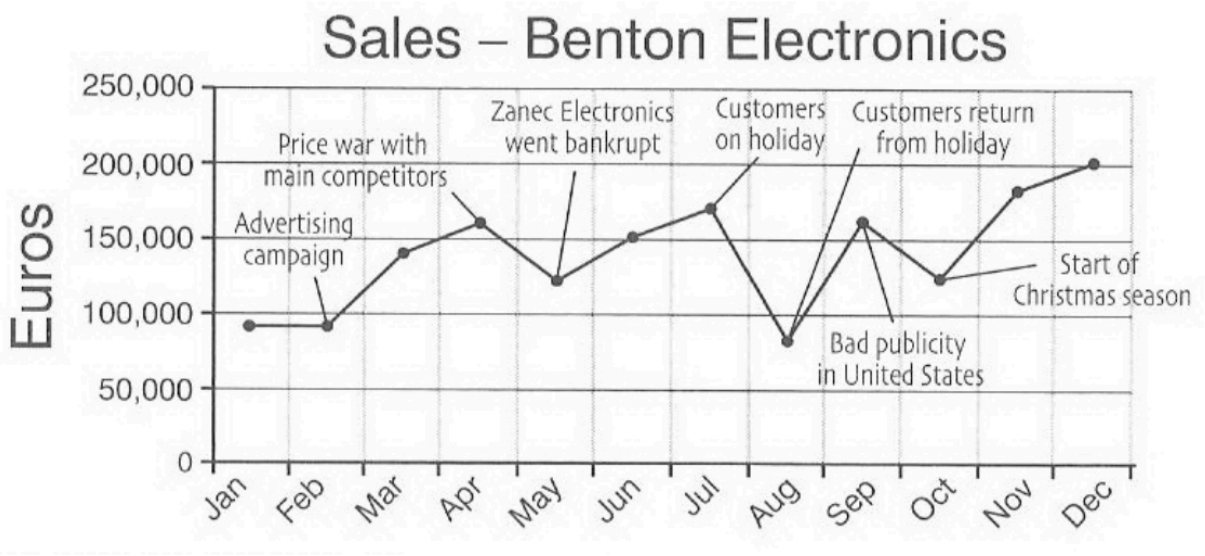
Q4 Translate the following paragraph about the Role of AI in Higher Education in English.
इन दिनों आर्टिफिशियल इंटेलिजेंस की भूमिका हर क्षेत्र में बढ़ती जा रही है। कोरोनावायरस महामारी के बाद भारत में शिक्षा के क्षेत्र में काफी बदलाव आए हैं। छात्रों और शिक्षकों समेत सभी लोगों ने प्रौद्योगिकी पर अपने भरोसे को मजबूत किया है। आर्टिफिशियल इंटेलिजेंस टेक्नोलॉजी में सीखने और शिक्षण दोनों को अनुकूलित करने की शक्ति है। आर्टिफिशियल इंटेलिजेंस टेक्नोलॉजी से शिक्षा क्षेत्र के विकास का मार्ग प्रशस्त होता है। यहां हम आपको कुछ महत्वपूर्ण पॉइंट्स बता रहे हैं, जिनकी मदद से आप यह जान पाएंगे कि आर्टिफिशियल इंटेलिजेंस टेक्नोलॉजी भविष्य में शिक्षण-प्रशिक्षण तंत्र को कैसे मजबूत करेगी।

Q5 Write a speech in about 350-400 words on the 'Benefits of Early Rising' to be delivered by you in the fresher's orientation session of your institute.

Q6 Explain the process of communication with a diagram; and the various barriers of communication with examples.

Section – C **(10 marks each)**

Q7 The following chart illustrates the sales performance for a company over a period of 12 months. Prepare and write only the abstract and the main findings of the sales report.



Q8 Discuss the strategies to develop fluency in oral communication with special reference to debates and group discussions.

Q9 Delineate the reasons for reading along with the process and various strategies of reading.