

B.A (Journalism & Mass Communication) (Semester – 2nd)
COMMUNICATION SKILLS
Subject Code: BJMCS1206
Paper ID: 21420112

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. Write Short notes on:
- a. Non-verbal communication
 - b. Business communication
 - c. Adjectives
 - d. Types of tenses
 - e. Just-a-minute presentation
 - f. Types of sentences
 - g. Degrees of comparison
 - h. Types of letters
 - i. Telephone etiquettes
 - j. Memorandum

Section – B

(5 marks each)

- Q2. Discuss the essentials of effective business communication.
- Q3. Describe the skills needed for an effective oral presentation.
- Q4. Change the assertive sentences into interrogative sentences:
- a. Honesty is the best policy.
 - b. He is never late.
 - c. You cannot please everybody.
 - d. Everybody knows Mahatma Gandhi.
 - e. We can never forget you.
- Q5. Write a letter to your brother telling him the benefits of doing a course on Journalism and Mass Communication.
- Q6. Explain in detail e-mail and net etiquettes. Also explain the method of handling business meetings.

Section – C

(10 marks each)

- Q7. Explain the process of communication. Also discuss the barriers that hinder effective communication.
- Q8. Write antonyms of following words:
lovely, appear, assemble, natural, miser
Write synonyms of following words:
abandon, blessing, busy, candid, cruelty
- Q9. Explain the uses of circular, agenda, notice, and press notes. Write a press note on a conference organized by your institute.