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B—550—2019

FACULTY OF ARTS

B.A. (Fourth Semester) (Backlog) EXAMINATION

NOVEMBER/DECEMBER, 2019

FUNCTIONAL ENGLISH

Paper-VII

(Communication Skills—II)

(MCQ & Theory)

(Friday, 6-12-2019)

Time : 2.00 p.m. to 4.00 p.m.

Time—2 Hours

Maximum Marks—40

N.B. :— (i) All questions are compulsory.

(ii) Figures to the right indicate full marks.

MCQ

1. Answer the following questions : 10

(i) The document that is used to communicate within the organization is called.....

(a) Letter (b) Memo

(c) E-mail (d) Telex

(ii) Curriculum vitae summarizes the following :

(a) Strength and weaknesses (b) Personality

(c) Education and Experience (d) Hobbies

(iii) All of the principles of business letter writing, *except* :

(a) Consideration (b) Directness

(c) Precision (d) Ambiguity

(iv) A press-release is better known today as.....

(a) Public relations (b) Publicity

(c) Advertising (d) News release

P.T.O.

- (v) Memo is derived from a Latin word which means.....
- (a) A thing which must be remembered
 - (b) A thing which must be memorized
 - (c) A thing which must be written
 - (d) A thing which must be communicated
- (vi) C.V. is also known as :
- (a) Resume
 - (b) Synopsis
 - (c) Report
 - (d) Abstract
- (vii) Which of the following is not applicable to notice ?
- (a) Usually short
 - (b) Clear content
 - (c) Slang
 - (d) Large
- (viii) E-mail is used.....
- (a) Communicating with professors
 - (b) Applying for a job
 - (c) Requesting for information
 - (d) All of the above
- (ix) E-mail is.....
- (a) An outline of meeting
 - (b) A list of personal details
 - (c) An electronic mail
 - (d) A brief description of factual things
- (x) What are the types of report ?
- (a) Newspaper Report
 - (b) Official Report
 - (c) Research Report
 - (d) All of these

Theory

2. Prepare a curriculum vitae for the post of Junior Lecturer. 10

Or

What is meant by Press Release ? Describe with suitable examples.

3. What are the elements of effective writing ? Describe in detail. 10

Or

Prepare an anchoring script for the programme in your college.

3. Write short notes on the following (any *two*) : 10

(i) Report

(ii) Notice

(iii) Memo

(iv) Script