

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.**