

No. of Printed Pages : 2

BEGE-103

BACHELOR'S DEGREE PROGRAMME

(B. D. P.)

Term-End Examination

December, 2020

**BEGE-103 : COMMUNICATION SKILLS IN
ENGLISH**

Time : 3 Hours

Maximum Marks : 100

Note : Answer any five questions. Each question carries 20 marks.

1. Discuss the factors that you would keep in mind while interacting in a face-to-face situation with someone from another culture. 20
2. (a) What do you understand by the term 'job search etiquette' ? 10
(b) Write a detailed C. V. for any job of your choice. 10
3. (a) How is a group discussion different from a 'chat' ? 10

[2]

- (b) Write a note on the functional differences between GD's at interviews and GD's in general. 10
4. Discuss some of the important characteristics of the print medium. Give suitable examples to substantiate your answer. 20
5. Critically comment on the media-mix in a programme of your choice on the television. 20
6. Briefly explain any *four* of the following in your own words : 5×4=20
- (a) A portal
 - (b) WWW
 - (c) HTTP
 - (d) Hypertext
 - (e) Hyperlink
 - (f) URL
7. Critically comment on the function of rhetoric in speech. Provide examples of at least *three* rhetorical devices. 20