

0306

B.B.A. IIIRD SEMESTER EXAMINATION, 2019

LANGUAGE SKILLS IN ENGLISH

Time: Three Hours

Maximum Marks: 80

PART – A

[Marks: 20]

Answer all questions (50 words each).

All questions carry equal marks.

PART – B

[Marks: 40]

Answer five questions (250 words each).

Selecting one from each unit. All questions carry equal marks.

PART – C

[Marks: 20]

Answer any two questions (500 words each).

All questions carry equal marks.

PART – A

Q.1 Give brief answers to the following:-

- (i) Define communication.
- (ii) Differentiate between verbal and non –verbal communication.
- (iii) What do you mean by Chronemics?
- (iv) What is ‘noise’ in the context of communication?
- (v) What is the difference between listening and hearing?
- (vi) What is skimming?
- (vii) How many types of presentations are there? Name them.
- (viii) What is “intensive listening”?
- (ix) What is the difference between a Bio- data and Resume?
- (x) What do you mean by business letter? Name any four types of Business Letters.

PART – B

UNIT –I

Q.2 Explain the Shannon-Weaver model of communication in detail.

OR

Q.3 What do you mean by Proxemics? Discuss in detail.

UNIT –II

Q.4 Discuss in detail the barriers and types of listening.

OR

Q.5 What measures can be taken to overcome the barriers of listening?

UNIT -III

Q.6 How many types of presentations are there? Discuss in detail.

OR

Q.7 What do you mean by group discussion? Elaborate upon the importance and characteristics of an effective group discussion.

UNIT -IV

Q.8 What is an 'argument'? What do you mean by understanding the gist of an argument?

OR

Q.9 Explain the major reading techniques.

UNIT -V

Q.10 Discuss in detail the types and formats of business letter.

OR

Q.11 Write an order letter asking for sports shoes from a footwear manufacturer for your college cricket team.

PART - C

Q.12 Explain the following in detail: (about 125 words each)

- (a) Paralinguistics
- (b) General and Technical English
- (c) Kinesics
- (d) Chronemics

Q.13 What are the qualities of an effective oral presentation and how to prepare it?

Q.14 Elaborate upon the following:

- (a) Types of reading
- (b) Ways to improve reading skills

Q.15 Discuss the types of reports and different layouts.

Q.16 What are the guidelines for making a good resume? Imagine yourself an eligible candidate for the post of a Junior Manager in a reputed company and write a job application for the same.
