

J-FB-22-00006**B. Tech. EXAMINATION, 2022**

Semester I (CBCS)

ENGLISH COMMUNICATION SKILLS

HS-101

(Common-B. Pharm, Ayurv. B. Arch)

Time : 3 Hours

Maximum Marks : 60

The candidates must limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary continuation sheet will be issued.

Note : Attempt *Five* questions in all, selecting *one* question from each Sections A, B, C and D. Q. No. 9 is compulsory

Section A

1. What is Communication ? Describe SEVEN C's of effective communication. 10

2. Discuss Communication can be miscommunication. 10

Section B

3. What is Sentence Structure ? Describe the different kinds of sentence. 10
4. Explain the use of diction and grammatical aspects in communication. 10

Section C

5. Differentiate bio-data, CV and resume. How to write an effective resume ? 10
6. Describe the term formal, informal and demi-official letters. How business letters can advance your organization interests ? 10

Section D

7. What is SWOT analysis ? Describe different attributes of a good leader. 10
8. What is the need of soft skills for personality development and career growth ? Explain 10

(Compulsory Question)

9. Write short notes on the following 5×4=20

(i) Process of Communication

(ii) International phonetic alphabets

(iii) Tone and its relevance in telephonic communication

(iv) Covering letter

(v) Capturing audience

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