

**Sep-21-00001**

**B. Tech. EXAMINATION, 2021**

Semester I (CBCS)

ENGLISH COMMUNICATION SKILLS

HS-101

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

*Time : 2 Hours*

*Maximum Marks : 60*

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*The candidates shall limit their answers precisely within 20 pages only (A4 size sheets/assignment sheets), no extra sheet allowed. The candidates should write only on one side of the page and the back side of the page should remain blank. Only blue ball pen is admissible.*

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

**Section A**

1. What are general principles of Effective Communication in business ? Discuss. 15
2. What are the Seven C's of Effective Communication ? How do they help in making communication better ? 15

### Section B

3. Explain any *two* of the following with suitable examples : **15**
- (i) Preposition
  - (ii) Adjectives
  - (iii) Articles
4. What is Phonetics ? Discuss in detail the vowel and consonant sound in English. **15**

### Section C

5. Differentiate between Bio-data, Curriculum Vitae and Resume. **15**
6. Write an Acceptance Letter to a company which had sent you the Selection Letter for the interview that you had attended last Wednesday. **15**

### Section D

7. What do you understand by the Soft Skills ? Discuss. **15**
8. Demonstrate a variety of practices during making and receiving telephone calls. **15**

### (Compulsory Question)

9. (a) Do as directed :
- (i) They ..... (dance) since morning.  
(Use the appropriate tense) **1**
  - (ii) These grapes ..... (taste) sour.  
(Use the appropriate form of verb) **1**
  - (iii) They are having lunch. (Identify the tense) **1**
  - (iv) He is ..... M. A. in English.  
(Fill in appropriate article) **1**
- (b) Write short notes on the following :
- (i) Role of tone in communication. **2**
  - (ii) Importance of SWOT analysis. **3**
  - (iii) Write a covering letter to a company responding to their advertisement. **3**
  - (iv) Different between an Extempore and a Lecture. **3**