

(4)

Unit-IV

8. Write an essay on "Writing for Radio and Television". 15
9. Write a script for Print Media in about 250 words. Show how you have moderated it for the receiver concerned, 15
(Invent the necessary details yourself)

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(Printed Pages 4)

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B.A. (Hons.) (Part-III) Examination, 2015

English

Fifth Paper

(Communication for Business & Media)

Time Allowed : Three Hours] [Maximum Marks : 100

Note : Attempt **five** questions in all. Question **No. 1** is **compulsory**. **One** question has to be answered from each unit.

1. Write short notes on / answers of the following : 4×10=40
- (i) Mass Communication
 - (ii) Two way Communication process
 - (iii) Write any two difference between General Communication and Technical Communication.

(2)

- (iv) Explain upward flow of communication with example.
- (v) Write any 4 points that can make your language politically correct.
- (vi) Write a news report on any topic/event.
- (vii) How can ethnocentricism effect communication?
- (viii) Write the names of any 4 periodicals from North India that are the examples of Print Media.
- (ix) Write any 4 points that can be taken care of for meaningful cross-cultural communication.
- (x) Arrange the following formation in MLA pattern, for including as an entry to the 'References' of a Business Report:

Name of the Article : Teaching the Legal Aspects
of Business Communication.

Author : Jules Harcourt, Murray
State University.

Published in the journal called-
Business Communication Quarterly.
Vol. 53, No. 3, 63, 64 (1990)

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Unit-I

- 2. 'Communication is a process, not an event? Discuss. 15
- 3. With the help of a case study, show the failure in lateral or horizontal communication. 15

Unit-II

- 4. What points should be taken care of for writing a Project Report? Write the summary of a Project Report. 15
- 5. Write the DO's and Dont's for writing a good Curriculum Vitae. Write a Curriculum Vitae. (Invent the necessary details yourself). 15

Unit-III

- 6. Write an essay on Language sensitivity. 15
- 7. Discuss the concept and importance of cross cultural communication with special reference to the communication for business and media. 15

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P.T.O.