

(b) (i) You work with the research team of an advertising company. Prepare a report about advertisements related to social awareness campaigns (like cleanliness drives). The report should list the benefits of such advertisements and the need to continue with them.

Or

(ii) You work for a small-scale wholesaler of handicrafts who has witnessed a dip in the sales of products in recent months. Prepare a report mentioning the benefits of online portals for expanding business opportunities and profit levels. (10)

(29000)

[This question paper contains 8 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 6972 IC

Unique Paper Code : 72032801

Name of the Paper : English – A

Name of the Course : **Ability Enhancement
Compulsory Course – I/
CBCS**

Semester : II

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **all** questions.

1. Write short notes on any **five** of the following in not more than 30-40 words :

(a) The Process or Cycle of Communication

(b) Written Communication

(c) Word Stress

(d) Chain Network

7/5/2019
Eve.
P.T.O.

- (e) Horizontal Communication
- (f) Public Zone
- (g) Two Types of Channel Noise (5×2=10)

2. Answer any **two** of the following :

- (a) What is noise? Give three reasons for semantic noise and explain with examples.
- (b) What is Mass Communication? Elaborate upon some of its advantages.
- (c) Define intra-personal and extra-personal communication. Offer suitable examples.
- (d) How does Body Language contribute towards effective communication? Give at least two examples. (2×5=10)

3. Please read the questions carefully before answering and keep to the point.

- (a) (i) You wish to become a member of the library in your locality. Write a dialogue between the librarian and yourself as he/she explains the procedure for enrolment.

Or

system in case of failing health. Despite fat paycheques and a seemingly luxurious lifestyle, today's families are mostly dysfunctional. It is important to demand an all-round development of all regions so that people settle in urban centres or metropolises out of choice and not out of compulsion.

Or

- (ii) What is Translation? Explain two different types of translation with suitable examples. (5)

5. (a) (i) Write a letter to your internet service providers explaining the need to get your connection activated at your new address.

Or

- (ii) Write a letter to the Human Resource Manager of your company informing him/her of cases of sexual harassment that are going unreported in the absence of an internal complaints committee, and the urgent need to address this issue. (10)

(b) Attempt any **one** of the following :

- (i) Write a summary of the following passage in about 50 words :

Due to the uneven development of regions and the desire for a modern lifestyle, nuclear families have almost become a necessity. Most young people leave their hometowns at early stages of adulthood for either quality education or career prospects. Once they get settled in an urban or more developed region, it becomes increasingly impossible to return to their hometowns. Even as some try to find suitable job opportunities in their native towns or cities, the effort is generally frustrated and they return to the bigger cities or metropolis. Such a situation has generated a crisis for not only the youth who have to start their lives afresh in a new place but also for the older generation that chooses to stay back in its hometown. While the young struggle to create a comfortable home, the older people suffer from loneliness and lack of a support

- (ii) Write a dialogue between two friends discussing a recently released film. One of them liked the film while the other didn't. (5)

- (b) (i) The municipality elections are going to happen soon. You have to interview the MLA of your area asking him/her questions about the work they have done in their term as the MLA and their plans for the upcoming elections. The interview would be published in a local daily.

Or

- (ii) A student from your college has recently been selected for India's International Cricket team. You have to conduct an interview with the student for the college magazine. (10)

- (c) Prepare a public speech (in about 100-150 words) on any one of the following :

- (i) Reality shows in today's Television Industry

Or

- (ii) Significance of Cultural Societies in the life of a college student (5)

4. (a) Read the following passage and answer the questions that follow :

Social media networks have gained a huge precedence over conventional forms of media and news networks. People turn to Social Networking sites like Facebook or Twitter to update themselves on contemporary issues. While television channels and news networks are trying their best to keep their audience well-informed, they have also started resorting to yellow journalism by adopting techniques of sensationalising factual news. Twenty hour news channels are 'creating' news rather than reporting what is happening in order to compete with new forms of media like social networks. While print media remains more reliable and less sensational, it is also consistently bowing down to stiff competition and manipulating news.

Such a trend might seem more democratic and liberating on the surface but it is an extremely dangerous trend in the long run. It enables anyone and everyone to 'produce' news and sell 'stories' in the name of facts. Media responsibility and accountability is shrinking as people get a free hand in spreading whatever they find 'newsworthy'. It is not only the responsibility of the reporters and journalists but the common citizen

as well to verify any news report they read or see before spreading it. Social networking sites can be used to a general advantage only if people become aware of their real purpose. Instead of believing everything that one sees on a social networking platform, one should try and look for the sources behind news, verify its authenticity as and when possible and then invest one's faith in it.

(i) Which platforms do people prefer for following contemporary issues? (2)

(ii) How are television channels and news networks trying to compete with social media networks? (3)

(iii) What is the role of the common citizen in times of such free media? (3)

(iv) Choose synonyms for the following words from the options given below :

(a) Reliable

(b) Liberating

(c) Accountability

(d) Authenticity

Answerability, Dependable, Validity,
Emancipating (2)