

# BA PART 3 QUESTION PAPER- 2019

## ENGLISH LANGUAGE

### Paper II : Communication for Business and Media

M.M. : 50

Note : Attempt any five questions from *Section-A* (Multiple type questions) and any three questions from *Section-B* (Short answer type questions) and two questions from *Section-C* (Long/Essay type questions).

#### SECTION : A

2 × 5 = 10

Note : Select correct answer of any five the following questions :

1. What is context?
  - (a) A verbal or non verbal responses
  - (b) Effective communication
  - (c) An interference with message reception
  - (d) A physical and psychological environment for conversation.
2. Facebook is listener's :
  - (a) Verbal or non-verbal responses to a message
  - (b) Acceptance of a message
  - (c) Aversion to a message
  - (d) Verbal critic to a message.
3. To decode message is to :
  - (a) Reject a message
  - (b) Translate idea to code
  - (c) Evaluate a message
  - (d) Interpret a message.
4. Message is a signal that serve as :
  - (a) Stimuli for a speaker
  - (b) Noise reduction
  - (c) Stimuli for a receiver
  - (d) Stimuli for mass audience.
5. Encoding is important because it :
  - (a) Encourage listener's feedback
  - (b) Guarantees that one's message will be decoded
  - (c) Eliminates noise
  - (d) Produces messages.
6. Skimming means reading quickly to know :
  - (a) What is it about
  - (b) Specific place of information
  - (c) Full understanding of text
  - (d) None of these.
7. What do you mean by 'software'?
  - (a) Kind words
  - (b) Rubber toys
  - (c) Computer programme
  - (d) None of these.
8. Who was the first English printer?
  - (a) William Caxton
  - (b) William Langland
  - (c) Nicholas Udall
  - (d) Graham Bell.

#### SECTION : B

3 × 3 = 9

Note : Attempt any three of the short answer type questions :

1. What is mass or technical communication? Discuss with suitable illustrations.
2. Describe in your own words what you understand by the term mass media.
3. Comment on the role of TV and radio as the mediums of mass communication in your life today.
4. Write a short note on the nature of the basic communication.
5. What do you understand by report writing? What are the essential ingredients of a good report writing?

6. Deal in your own words the main hurdles of the effective communication.
7. Write a short note on seven C's of communication.
8. What is the significance of project writing and which constitute the basic qualities of good project report writing?

### SECTION : C

2 × 7 = 14

**Note :** Answer any *two* of the following questions :

1. What is the difference between general and technical communication? Give a detailed account of both these communications.
2. Write a comparative estimate of the utilities of electronic and print medias in present life and describe the reasons of the growing dominance of electronic media over the print media.
3. Write a note on the basic qualities of communicative skill and how one can learn them?
4. What is Grapevine communication? Describe its growing influence in life.
5. Write a note on the role of language in communication and business.

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