

Dr. Babasaheb Ambedkar Open University
Term End Examination June – 2017

Course	: B.A. / B.Com. (B.D.P.)	Date	: 28-Jun-17
Subject Code	: EEG-03	Time	: 03:00 to 06:00
Subject Name	: Communication Skills in English	Duration	: 03 Hours
		Max. Marks	: 70

1. You have lost a bearer cheque. Write a letter to the manager of the bank instructing him to stop payment. (12)

OR

Discuss in detail the lay-out of the letter.

2. What is an Advertisement? Give examples of best media. (12)

OR

Discuss in detail various types of Travelogues.

3. Explain logical development of the talk. (12)

OR

Explain the Art of Interview.

4. Discuss in detail the difference between letter and memo. (12)

OR

Give the general format of minutes.

5. Write short notes on any two of the following. (12)

1. Need for Reorientation
2. The usefulness of Journals
3. Types of Informal reports
4. Features of 'Diary Language'
5. Types of Television drama

6. (A) Fill in the blanks. (05)

1. The abbreviation of memorandum is _____
2. Your personal address should go in top _____ hand corner.
3. We often need to write letter expressing gratitude is called _____ letters.
4. Traveller's diary is like _____
5. Informal letters are like _____ Conversation.

- (B) State whether the sentence is write or wrong. (05)

1. The diarist does not have to imaging anything.
 2. Formal letters are like private conversation.
 3. Dairy writing is the best way to writing practice.
 4. The language of review must be Jargon ridden
 5. Advertisement is the type of information in a newspaper.
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