

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.Voc. (Web Technologies and Multimedia) (Sem.-1)

COMMUNICATIVE ENGLISH

Subject Code : BVWM-103-19

M.Code : 77171

Date of Examination : 19-01-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

SECTION-A

1. Answer briefly :

- a) Define formal communication.
- b) Explain the significance of verbal communication.
- c) Differentiate between interpersonal communication and group communication.
- d) Discuss various advantages of computer-based communication.
- e) List down physical barriers to communication.
- f) Differentiate between vertical and horizontal communication.
- g) What is a summary?
- h) Write the significance of a business letter.
- i) Mention various steps involved in the process of analysis.
- j) What do you understand by note-making?

SECTION - B

2. Define Communication. Explain its process through relevant examples.
3. Assume that you are the Sales Officer of Hi-Fi Technologies, New Delhi. Your company has received an enquiry regarding the purchase of 50 Desktops from Easy life Stores, Faridabad to be placed in different parts of their store. Draft a suitable reply to their enquiry. Invent all the necessary details.
4. Discuss various linguistic barriers to communication. Also, explain the measures how to overcome the same?
5. Differentiate between summary and paraphrasing. What are the points you would keep in mind while writing a summary?
6. Write a detailed note on various models of communication and their significance.

SECTION - C

7. Your company wants to upgrade the technological setup of its multimedia studios. As Web Technologist of your company, write a detailed report on the same. Invent the necessary details.
8. “*Non-verbal communication determines equally the success of a professional in his career*”. Elaborate the statement, mentioning the important aspects of non-verbal communication.
9. Discuss in detail various principles of effective communication. Substantiate your answer through appropriate illustrations.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.