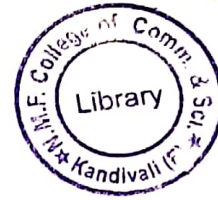


FYBAMMC/SEM I/EFFECTIVE COMMUNICATION-I



5

Time: 2½ hrs.

Marks:75

- Note:**
1. All questions are compulsory with internal options.
 2. Figures to the right indicate full marks.
 3. Draw neat diagram wherever necessary.

Q.1 Explain the following concepts. (Any five) (15)

- (a) Prejudices
- (b) Communication
- (c) Plagiarism
- (d) Translation
- (e) Editorial
- (f) Interview
- (g) Elocution
- (h) Thinking

Q.2 Answer the following questions. (15)

- (a) Describe the qualities of a good translator in detail.
- (b) Explain the role of computers in communication with examples.

OR

Q.2 Answer the following questions. (15)

- (c) Explain the personality traits that hamper clear thinking in detail.
- (d) Describe the significance of non-verbal communication in detail.

Q.3 Answer the following questions. (15)

- (a) Describe various kinds of presentations.
- (b) Describe the role of a translator in media industry.

OR

Q.3 Answer the following questions. (15)

- (c) Explain the importance of reading in communication process.
- (d) Explain briefly the various types of listeners.

Q.4 Answer the following questions. (15)

- (a) Describe the importance of communication in media.
- (b) Explain the various aspects of language in detail.

OR

Q.4 Answer the following questions. (15)

- (c) Describe any four errors in thinking with details.
- (d) Explain the need for translation in media with reference to Journalism and advertising.

Q.5 Write short notes on:(Any three) (15)

- (a) Creative thinking
- (b) Written communication
- (c) Yellow Journalism
- (d) Voice modulation
- (e) Types of reading

---X---