

FYBAMMC/SEM I/EXT/EFFECTIVE COMMUNICATION I

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) Translation
 - (b) Elocution
 - (c) Communication
 - (d) Skimming
 - (e) Editorial
 - (f) Presentation
 - (g) Interpretation
 - (h) Thinking
- Q.2 Answer the following questions. (15)**
- (a) Describe the significance of non-verbal communication in detail.
 - (b) Sharpening the skills of skimming and scanning is compulsory for becoming an efficient reader. Elaborate.
- OR**
- Q.2 Answer the following questions. (15)**
- (c) Explain the barriers to communication with examples.
 - (d) How can one achieve fluency in reading?
- Q.3 Answer the following questions. (15)**
- (a) Describe any four errors in thinking with details.
 - (b) Explain the need for translation in media with reference to Journalism and advertising.
- OR**
- Q.3 Answer the following questions. (15)**
- (c) What are the steps in making a presentation?
 - (d) Describe the qualities of a good translator in detail.
- Q.4 Answer the following questions. (15)**
- (a) How is general communication different from technical communication?
 - (b) Explain the various aspects of language in detail.
- OR**
- Q.4 Answer the following questions. (15)**
- (c) Explain various types of thinking done by people.
 - (d) Describe the role of a translator in the media industry.
- Q.5 Write a short note. (Any Three) (15)**
- (a) Types of reading
 - (b) Written communication
 - (c) Yellow Journalism
 - (d) Debate
 - (e) Anchoring