No. of Printed Pages—3

581 (ENM11, ENP06)

[18–HRGPKAC–D6S]

B.A. 6th Semester Exam., 2018

ENGLISH

[BEG M/P–05]

(Uses of English)

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer the following questions : 1×8=8

(a) Find the morphemes in the word 'unhappiness'.

(b) What is meant by the 'topic sentence' of a paragraph?

(c) Which stylebook do most newspapers follow?

(d) Define the term 'communication'.

(e) What is the main purpose of a 'feature'?

(f) Give some examples of non-verbal communication.

(g) Provide any one of the definitions of 'opinion writing'.

(h) What is understood as the 'strategy' in an advertisement?

2. Answer the following questions (each within *50* words) : 2×8=16

(a) Write two sentences by using connectives like 'additive' and 'contrastive'.

(b) What are the qualities of an effective composition?

(c) State the purpose of a 'headline' in a news story.

(d) Briefly explain the process of communication.

(e) What are the five types of communication network?

(f) State the basic purpose of science writing.

(g) What does the term 'wordiness' refer to?

(h) What is a tagline?

3. Answer any *five* from the following questions (each in around *100* words) : 4×5=20

(a) Write a paragraph on any *one* of the following topics focusing on the three qualities of a good paragraph :

(i) Open and Distance Education

(ii) Technical Education

(b) Write an article on any *one* of the following topics :

(i) Science and Progress

(ii) Indian Civilization

(c) Compare news writing for print media with news writing for T.V.

(d) Explain why communication is important for all managers.

(e) "Science writing needs special technical skills." Explain.

(f) List the differences between a print advertisement and a radio advertisement.

4. Answer any *two* from the following questions (each in around *300* words) : 8×2=16

(a) What are the different barriers of communication? Discuss how they can be removed. 2+6=8

(b) Write the review of a film you have recently watched. 8

(c) Write a Press Release with a backgrounder for the organization with which you are long associated. 8

5. Answer any *two* from the following questions (each in around *400* words) : 10×2=20

(a) Write a feature article on 'The role of plastic in environmental pollution'. 10

(b) Do you feel that the Indian English language media makes up a total mess of the English language? Give a well-reasoned answer. 10

(c) Identify a product that you wish to advertise in T.V. and answer the following : 5+5=10

(i) Give a brief description of the visual that you would like to use for the product

(ii) Write the utterances/speeches that you would use in your T.V. advertisement

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