

Exam Code : 217501

Paper Code : 8214 (40)

Programme : M.Sc (FD)

Course Title : Communication Skills in English

Course Code : MFDM-1236

Time Allowed : 3 Hours

Max Marks : 40

Note: Attempt any five questions in all, selecting at least one question from each section. All questions carry equal marks.

Unit I

Q. 1. What is Communication? Discuss the basic concepts of effective communication.

Q.2. Define the following:

1. Mass Communication
2. Verbal Communication
3. Non-Verbal Communication
4. Barriers to Communication

Unit II

Q.3. Write the Precis of the following passage and give it a suitable title.

Education is the most important national activity, the backbone of a country's progress. It helps to strengthen the fabric of a nation "to produce men of education, enlightenment and character". However, the rising wave of unrest and growing population of the educated unemployed in India strongly suggest that there is something fundamentally wrong with our system of Education. One thing is admitted by all ; that the education given at present is narrow, bookish and far removed from the practical needs of our society. The real aim of education is to develop the physical, intellectual and moral qualities of a student so as to make him into an integrated personality, capable of living a purposeful life. At present, this aim is hardly fulfilled by our educational institutions. The greatest defect of our present-day educational system is its excessively passive and mechanical character. The student fails utterly to play an active role in the attainment of knowledge. He mugs up the facts given to him and vomits them out on paper in the examination hall. That is why a student who does well in his college examinations, often fails miserably in the examination of life. Thus, the present system of examination has ceased to be a reliable test of a student's ability.

Q4. Read the following passage carefully and answer the questions which follow.

We talk about democracy but when it comes to any particular thing, we prefer a man belonging to our caste or community or religion. So long as we have this kind of democracy, we must be in a phoney kind of democracy. We must be in a position to choose those who deserve and extend opportunities for development to those who deserve them. We should not support only those people who happen to belong to our community or race. This fact of favouritism and nepotism has been responsible for much discontent and ill-will in our own country. If any one asks us why we suffer, one will find that we are not true to democratic ideals. True democrats must not tolerate any kind of corruption, nepotism and communal prejudices and conflicts. We should work for the uplift of the underdogs and the down trodden.

1. *What do we do while talking about democracy ?*
2. *Which type of people should we choose and support ?*
3. *What has been responsible for the ills of democracy ?*
4. *What is the real role of true democrats ?*

Unit III

Q. 5. Write a letter of Complaint to a firm that the goods sent by it were defective and ask for a free replacement.

Q. 6. Your department is organizing a Seminar on 'Gandhi and Khadi.'
Write a letter of invitation to the Mayor of your city requesting him to present the keynote address.

Unit IV

Q. 7. Write an article on any one of the following topics

1. Youth and Fashion
2. Relevance of Fashion Shows
3. Indian Fashion in World Arena

Q. 8. Suppose you have visited an Exhibition of Dress Materials from across the country. Describe the experience in your own words.