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Total No. of Questions : 09

Bachelor of Arts (Journalism and Mass Communication) (Sem.-1)

ENGLISH

Subject Code : UC/BTHU-103-19

M.Code : 77263

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 :

- Define Knowledge Texts.
- What is verbal communication?
- List some features of personal communication.
- What is close reading?
- What should we bear in mind while making a précis?
- How do we analyze a text?
- Differentiate between inter-personal and intra-personal communication?
- What should we bear in mind while making notes?
- Clarify the difference between written and oral communication.
- Explain physical barriers to communication.

SECTION-B

2. Draft a report on a cultural event organized by your institution. Imagine details.
3. Explain strategies to overcome barriers to communication.
4. Summarize the following paragraph (about one third). Also suggest a suitable heading.

Newspapers sell because of news and editorial coverage but they get more revenue from advertisements. News costs money, while advertisements fetch money. The economics of modern newspapers is such that it cannot run by just selling news; it has to depend on advertisements. The economics of newspaper publishing requires both subscribers who can afford to buy newspapers and businessmen who can afford to advertise in it. The growth of the press depends on both. Therefore, in newspaper management, neither aspect can be neglected. Co-ordination among the various departments - editorial, circulation, advertising and production - is very essential for effective and better management. The head of various departments must be part of the management of a newspaper. They must be aware of the goals set, policies and future plans of the management. They cannot afford to remain cut off from the mainstream of management function. In addition, each department should keep the other department managers informed of those of its activities that will be useful to them. This is a vital aspect of newspaper management.

5. Translate the following passage into Hindi/Punjabi:

Care should be taken when submitting manuscripts to book publishers. A suitable publisher should be chosen, by a study of his list of publications or an examination in the bookshops of the type of books in which he specializes. It is a waste of time and money to send the typescript of a novel to a publisher who publishes no fiction, or poetry to one who publishes no verse, though all too often this is done. A preliminary letter is appreciated by most publishers, and this should outline the nature and extent of the typescript and enquire whether the publisher would be prepared to read it (writers have been known to send out such letters of enquiry in duplicated form, an approach not calculated to stimulate a publisher's interest). It is desirable to enclose the cost of return postage when submitting the typescript and finally it must be understood that although every reasonable care is taken of material in the publisher's possession, responsibility cannot be accepted for any loss or damage thereto.

6. Explain briefly various modes of communication.

SECTION-C

7. Explain the theories of communication.
8. Draft a business letter to HCL Computers Limited, Mumbai placing an order of computers and printers required by your company. Invent necessary details.

9. Read the following passage carefully and answer the questions that follow :

A sanctuary may be defined as a place where Man is passive and the rest of Nature active. Till quite recently, Nature had her own sanctuaries, where man either did not go at all or went only as a tool- using animal in comparatively small numbers. But now, in this machinery age, there is no place left where man cannot go with overwhelming forces at his command. He can strangle to death all the nobler wild life in the world to-day. Tomorrow he certainly will have done so, unless he exercises due foresight and self-control in the mean time. There is not the slightest doubt that birds and mammals are now being killed off much faster than they can breed. And it is always the largest and noblest forms of life that suffer most. The whales and elephants, lions and eagles, go. The rats and flies, and all mean parasites, remain. This is inevitable in certain cases. But it is wanton killing off that I am speaking of to-night. Civilized man begins by destroying the very forms of wild life he learns to appreciate most when he becomes still more civilized. The obvious remedy is to begin conservation at an earlier stage, when it is easier and better in every way, by enforcing laws for close seasons, game preserves, the selective protection of certain species, and sanctuaries. I have just defined a sanctuary as a place where man is passive and the rest of Nature active. But this general definition is too absolute for any special case. The mere fact that man has to protect a sanctuary does away with his purely passive attitude. Then, he can be beneficially active by destroying pests and parasites, like bot-flies or mosquitoes, and by finding antidotes for diseases like the epidemic which periodically kills off the rabbits and thus starves many of the carnivora to death. But, except in cases where experiment has proved his intervention to be beneficial, the less he upsets the balance of Nature the better, even when he tries to be an earthly Providence.

Questions :

- How does the author define a sanctuary? What was the position till date?
- Why man has to exercise due foresight?
- What is the remedy suggested by the author?
- What is the central idea of this passage?
- Use the following in meaningful sentences: strangle, intervention.

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.