

Roll No.

Total No. of Pages : 01

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B.Voc. (Beauty Therapy and Aesthetics)/ B.A. (JAMC)/ BBA/(SIM)/ B.Com (Honours)/ BCA/ BHMCT (UGC)/ B.Sc. - Honours (Nutrition and Dietetics)/ B.Sc. (AI&ML)/ (Bio Technology)/ (Fashion Design)/ (Graphics & Web Designing)/ (IT)/(Medical Lab Sciences)/ BTTM (Sem-1)

ENGLISH

Subject Code : BTHU-103-18

M.Code : 75085

Date of Examination : 22-06-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

- 1. All questions are COMPULSORY.**
- 2. Q1, Q2 and Q3 carry TEN marks each.**
- 3. Q4 and Q5 carry FIFTEEN marks each.**

1. What is Communication? Explain in detail the types and modes of Communication.
2. How is Verbal communication different from non-verbal Communication? Discuss in detail the importance of non-verbal communication as a leader.
3. In FOUR sentences, summarise and paraphrase the following passage in an answer to the following question:

How can smokers quit smoking? What steps can smokers follow to quit smoking?

"No pain No gain". Quitting smoking needs a strong will and a lot of effort. Many smokers want to quit smoking. They know it is bad for their health. But it is difficult for them to do so. Doctors advise heavy smokers to reduce smoking gradually starting to cut down two to three cigarettes a day reaching the ultimate goal. Others find that chewing a gum keeps a smoker busy all day long and consequently, he can reduce the number of cigarettes consumed. Sports can improve the health and give smokers the strength to quit this bad habit. Some people go for group support where all smokers provide support for each other to quit smoking.

4. Write a letter to an applicant for the post of Chief Accountant to present himself for a personal interview.
5. You, as a marketing manager have been given the responsibility of conducting and preparing a market research to know the market potential of a new product which your company is intending to launch in the market in near future. Prepare a draft report.

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.