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Total No. of Pages : 01

Total No. of Questions : 05

**B.Com. Hons./B.Sc.(Hons.)N&D/B.Sc.(AI&ML)/
BT/FD/G&WD/IT/MLS/B.Voc. (Beauty Therapy and
Aesthetics)/BTTM/BBA(SIM)/BBA
BAJMC/BHMCT/BCA (Sem.-1)**

ENGLISH

Subject Code : BTHU103-18

M.Code : 75085

Date of Examination : 04-01-2025

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? How important is the non-verbal communication in conveying the ideas and instructions?
3. Big cities in the States are the worst choice for living. The funny thing is that you have to pay dearly for the advantage of living in a city where it can be very difficult to buy your own house. Large cities are too large to control; they impose their living conditions on the people who inhabit them. City-dwellers are obliged to adopt an unusual way of life. Furthermore, it seems impossible to avoid the rush hour; wherever you go roads are blocked with cars and streets are filled with people. In addition, crimes are more in cities which are full of places you would be afraid to visit. Can anyone doubt that the country is where a man truly belongs?

In FOUR sentences, summarise and paraphrase the following passage in an answer to the following question:

Why do some people refuse to live in big cities?

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.