

F.Y. B.A.M.M.C - Sem II - Reg. Exam - May '22

Malini Kishor Sanghvi College of Commerce & Economics

FYBAMMC - SEM -II

Effective Communication

Marks: 40

SECTION -B

12-5-22



All questions carry internal options and are of 10 marks

Q1. Answer any 01 of the following:

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- A. Principal of your college has constituted a committee of students and teachers to study the hygiene of the college canteen. Draft the covering letter and the committee report
- B. What are the different kinds of news reporting? Discuss each type with relevant examples
- C. Discuss the format of a news report. Explain with examples the different types of intros

Q2. Answer any 01 of the following:

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- A. Write a sales letter to sell a new venture by Natural Earth brand of organic fruits and vegetables. Identify the AIDA formula used in the letter
- B. Athleisure Company Pvt Ltd has appointed M. S Dhoni as its brand ambassador for its clothing. Draft a press release for the same
- C. Write a letter to the editor highlighting the plight of stray animals in Covid pandemic

Q3. Answer any 01 of the following:

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- A. What is publicity? What are the different types of publicity in print format? Explain with relevant examples
- B. What is Copywriting? Make a print advertisement for a soap and explain the different parts of the advertisement with its help
- C. Discuss the qualities of an efficient copywriter

Q4. Answer any 01 of the following:

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A. Explain with examples the logical principles in writing. Also explain the sources of strengths and fallacies in arguments

B. Choose the best order and sequence of the following sentences to form a well-organized paragraph. Attempt both the sets of sentences

(i) a. Speaking in English every day is also proven effective.

b. Another way is watching English movies and TV shows particularly with English subtitles.

c. Reading articles in books, newspapers, and magazines is just among the helpful ways.

d. There are many ways to improve and develop English proficiency.

- (ii) a. Others don't realize yet what to pursue because they have many dreams.
- b. Finding the right course in college is one of the most challenging decisions anyone can make.
- c. Some people want to pursue their dreams ever since they were just little.
- d. Indeed destiny is a matter of choice.

C. Write a summary of the paragraph given below. Pick the topic sentence and the supporting sentences. Give a title to the summary:

Skydiving, a wild sport, requires strict training and special equipment and a plan for jumping out of the plane. This sport is for people of all ages who are in top physical condition and have strong nerves. If you qualify, contact a top professional skydiving school for instructions. Before you can sky dive, you must attend six hours of class lectures about safety and the use of equipment. First, you learn how to recognize and react to an emergency quickly. Then you do physical drills that copy the correct body position in the air. After that, you learn how to steer a parachute. Finally, you learn how to land on the ground without getting injured. The special equipment for a skydiver includes wearing skydiving clothing: a jumpsuit, a safety helmet, and ankle-high boots, and a main chute and a second back-up chute. After you complete the course, you are ready to jump out of the plane. You board a small plane with several skydivers, the jumpmaster, and the pilot. The plane takes off and climbs to the jump altitude of about four thousand feet. Once you are outside the plane, you follow the jumpmaster's instructions: After you let go of the metal pole on the wing, you fall with a closed parachute for about one and a half miles at a speed of 120 miles per hour. When you pull the cord, the nylon parachute opens. As you float gently toward the ground, you enjoy the quiet and beauty of your surroundings and hope you remember the jumpmaster's formal instructions for a happy landing!

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