

**C 61317–B**

B.A. (Three Year) DEGREE EXAMINATION, MARCH/APRIL 2018.

(End Semester Examination)

Sixth Semester

(Regular)

Communicative English

Paper VII B : COMMUNICATION SKILLS

*Time : 3 Hours*

*Max. Marks : 70*

**PART — A**

Answer any FIVE of the following.

**(5 × 4 = 20 Marks)**

1. Pronemics
2. T.V. script writing
3. Art cinema
4. Advertising
5. Body language in interview
6. Eye contact
7. Feature film
8. Advertising and media.

**PART — B**

Answer ALL questions.

**(5 × 10 = 50 Marks)**

9. (a) What are the various styles in language?

Or

- (b) Write a note on body language.

10. (a) Give a summary of the process involved in news reading.

Or

- (b) Write an essay on Radio script writing.

Turn Over

11. (a) Summarize the types of films.

Or

(b) Discuss parallel cinema.

12. (a) Write about the advertising industry in India.

Or

(b) How do you go about a career in advertising?

13. (a) How do we develop interview skills?

Or

(b) How does one face an interview?

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