

Exam. Code : 217501

Subject Code : 6848

M.Sc. (Fashion Design & Merchandising) 1<sup>st</sup> Semester

## COMMUNICATION SKILLS IN ENGLISH

## Paper—VI

Time Allowed—3 Hours]

[Maximum Marks—50

**Note** :— (1) Attempt the following questions as directed.

(2) All questions are compulsory.

1. (a) What is meant by Communication ?  
(b) Explain basic forms of Communication.  
(c) Give the advantages and disadvantages of Verbal and Non-Verbal communication. 2+2+4=8
2. Read the passage given below and answer the questions that follow :

Presentation is of very great importance in good writing. Your opening paragraph should arrest the reader's attention and show him what you are writing about and why. If you are going to give the reader some information, tell him what subject you are going to deal with. If you are going to argue in support of a particular point of view, say what this point of view is. There is no harm in startling the reader in this first paragraph by putting forward a new and apparently paradoxical point of view, provided you have convincing arguments to support it in the rest of what you write.

The main body of your piece of writing should collect together and present the ideas promised in the first paragraph, or give good arguments to support the view put forward there. You should come to the point at once, say what you promised to say, avoiding irrelevant material, and then finish.

Your last paragraph or sentence should bring what you have written to a neat, satisfying end, leaving the reader with a clear idea of what you have been saying.

1. What is of great importance in good writing ?
  2. How should we write opening paragraph in our piece of writing ?
  3. What should we do if we are going to give the reader some information ?
  4. What should be written in the main body of a piece of writing ?
  5. What should be written in the last paragraph of a piece of writing ? 10
3. Write a precis of the following passage and give it a suitable heading :

Freedom, it has been rightly said, is hundred times better than slavery. In Paradise Lost, Milton made Satan speak out that famous sentence : "Better to rule in Hell than to serve in Heaven." Slavery is unacceptable even in a Heaven while freedom is a cherished thing even in Hell. A free bird flies in a world of imagination, goes to distant skies and leads an active, unrestricted life in the

lap of nature. A bird in a cage is confined to the little space inside his cage and knows no movement except from the blue bed to the brown every hour. He has no dreams, no flights of fancy, no activities, no movement. He only dreams of a free sky, the distant stars and rivulets. He longs for the company of his fellow-birds chattering about freely on the branches of the trees. A free man is able to plan his own course of action He can make or mar his career, rise to the skies or fall to the depth of hell. But he takes his own decision without fear or terror. A slave, on the other hand, is not the master of his destiny. He is always receiving orders and obeying others. He may will it or not, but he has to obey the orders and act accordingly. In course of time, he comes to accept slavery as his lot or destiny. His physical growth is stunted and his mental powers are dwarfed. He then becomes a dumb, driven cattle receiving kicks day and night and obeying the whip. This is the reason that every where in the world, humanity has been fighting for freedom and equality. Men are born free, why should they be put in chains ? Let us pray for a world where every man is free, where every head is high, where every heart is happy and where every hand is busy. 5

4. Make a summary of the following passage :

Of the many questions that I have been asked by interviewers over the last ten years or so, two have recurred more frequently than any others. The first is : 'How and why did you come into films ?' This has generally been

asked in the knowledge that I had started my career in advertising, as a graphic designer. To the questioner, the transition probably seemed too abrupt, too arbitrary. How does one design soap wrappings one day and shape the contours of a celluloid saga the next ?

In my answer, I have usually managed to sustain the mystery with a nodding smile that suggests a secret metamorphosis a sort of occult elevation to a higher status of creativity. As a matter of fact, my own conviction is that as a transition from one field of creative activity to another, this is not really such a rough one. After all, both films and advertising deal with consumable commodities and in both you have the spectacle of the conscientious artist striving to express himself in aesthetic terms; while the sponsor, hovering in the background and caring little for Art, concerns himself solely with profits. Somebody—I do not remember who—has defined the cinema as the highest form of commercial art. After ten years in this profession, I have no quarrel with that definition. 5

5. Write a letter to the owner of a gift centre, warning him to clear the pending bills otherwise a legal action will be initiated against him.

OR

You have received a letter of invitation from the organisers of a conference to be a keynote speaker. Write a polite letter of refusal showing your inability to attend conference for some reasons. 7

6. Write an article on any **ONE** of the following topics :

- (a) Fashion shows
- (b) Importance of Design Apparel Designing
- (c) Trends in Fashions. 10

7. Write notes on any **FIVE** terms :

- (i) Mass Fashion
- (ii) High Street Fashion
- (iii) Avante Garde
- (iv) Fauxpas
- (v) Cool
- (vi) Extemporize
- (vii) Dowdy
- (viii) Elitist. 5