

M.Sc. Fashion Design & Merchandising - Ist Sem.

(2118)

Paper: Paper-VI

Communication Skills in English

Time allowed: 3 hrs

Max. Marks: 50

- Note:
- i) Students are required to attempt Five questions, selecting at least one question from each section.
 - ii) All questions carry equal marks.

Section-A

- I. What do you understand by communication ? What is the importance of communication in life ? (10)
- II. What are the various barriers to communication ? Explain. (10)

Section-B

- III. Read the following paragraph and answer the questions given at the end.

In a democratic country, free press is the guardian of liberty, and thus, citadel of democratic ideals. to protect the public interests. Apart from that, as in the case of private citizens every newspaper must have the fullest right to publish and propagate and popularize the views and the principles, to which, it is dedicated, irrespective of its ownership. Also, it is the inherent right of the press in any civilized society to encourage the debate in its columns on any issue, which affects the nation. The press generally assumes the sacred duty to mould, shape and educate the people. Hence, attempts to regulate such an institution will be detrimental to free-thinking and democratic spirit. The newspaper industry is different from any other industry and to treat it at par with the rest of business is based on misconception in democracy, there should be as much variety as there are political ideologies.

PTO

(2)

Questions

1. What is the role of free press in a democratic country ?
2. What right should every newspaper have ?
3. What will be the effect of attempts to regulate the press ?
4. What is the relationship between the newspaper industry and other industries ?
5. What should the press encourage ? (10)

IV. Make a Precis of the following paragraph and suggest a suitable title.

There will never be a perfectly good or bad world, because the very idea is a contradiction in terms. The great secret revealed by this analysis is that good and bad are not two cut and dried, separate existences. There is not one thing in this world of ours which you can label as good, and good alone, and there is not one thing in this universe which you can label as bad, and bad alone. The very same phenomenon which is appearing to be good now, may appear to be bad tomorrow. The same thing which is producing misery in one, may produce happiness in another. The fire that burns the child may cook a good meal for a starving man. The same nerves that carry the sensations of misery carry also the sensations of happiness. The only way to stop evil, therefore, is to stop good also. Life without death, and happiness without misery are contradictions, and neither can be found alone, because each of them is a different manifestation of the same thing. What I thought to be good yesterday, I do not think to be good now. When I look back upon my life and see what my ideals were at different times, I find this to be so. At one time my ideal was to drive a strong pair of horses; at another time, I thought, if I could take a certain type of sweetmeat, I should be perfectly happy; later I imagined that I should be entirely satisfied if I had a wife and children and plenty of money. Today I laugh at all these ideals as mere childish nonsense.

(10)

Contd... Pg-3

(3)

Section-C

- V. Explain the characteristics for good appearance of a business letter. Define a business letter. (10)
- VI. Explain attention, interest, desire and action formula for writing sales letter. (10)

OR

What is persuasiveness ? Explain the purpose and foundation of a persuasive letter.

Section-D

- VII. What is the role of style and design in manifesting an upcoming fashion ? (10)
- VIII. Fashions: A Boon or Bane

OR

Fashions is the back bone of social life. Discuss. (10)

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