Program:	**F.Y.B.AMMC**	**Semester:**	**I**	**Program Code:**	**UGMMC01**
Course:	**Communication Skills in English I**			**Course Code:**	**NUEN101**
Duration:	**1 Hour**	**Examination Pattern:**	**NEP-Autonomous-External**	**Max. Marks:**	**30**

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

Examination:

REGULAR

Q. 1		**Short Notes (any two out of four) (5 marks each)**	[10]	CO's	KL's
	(a)	English as an International Language – importance and applications		CO1	L1
	(b)	Effective Listening and its main components.		CO2	L2
	(c)	Apply the techniques of skimming and scanning to read a long newspaper article effectively.		CO1, CO3	L3
	(d)	Analyze how body language, facial expressions and gestures influence an oral message.		CO3, CO4	L4
Q. 2		**Attempt any one of the following:**	[10]	CO's	KL's
	(a)	Draft a job application On behalf of Mr. Aarav Deshmukh, write a letter of application in response to the following advertisement. Also draft his bio-data, assuming that he possesses the required qualifications and experience. Advertisement: A reputed media and communications agency is looking for a Social Media Executive with good knowledge of social media platforms and digital content creation. The candidate should have 1–2 years of experience in managing social media accounts and creating engaging content. Creativity, good communication skills, and the ability to work independently are essential. Interested candidates may send their resume to: MediaSphere Communications Pvt. Ltd., Vashi, Navi Mumbai – 400703.		CO3, CO4	L6
		OR			

	(b)	Write an application under the Right to Information (RTI) Act, 2005, seeking information about the delay in receiving your driving licence even though you completed the application process and submitted all the required documents four months ago. Ask for details regarding the current status of your application, the reasons for the delay, and the expected date of issuance.		CO3	L6
Q. 3		**Attempt any one of the following:**	[10]	CO's	KL's
	(a)	Evaluate the effectiveness of a speaker's communication on the basis of clarity, accent, tone, register and audience engagement. Give suitable reasons for your evaluation.		CO2, CO3	L5
		OR			
	(b)	Create a set of guidelines for students to become effective listeners while watching a good-quality educational video.		CO2, CO3	L6

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