

**A-2231**

**B. A. (Part III) EXAMINATION, 2017**

**(Vocational Course)**

**FUNCTIONAL ENGLISH**

**Paper First**

**(Communication Skills and Broadcasting)**

*Time : Three Hours ] [ Maximum Marks : 50*

**Note :** Attempt all questions. All questions carry equal marks.

1. Seminar and conferences are an effective medium of interaction. Discuss.

*Or*

Evaluate the role of audio-visual aids in communication.

2. What are the differences between Interview and Group Discussion ?

*Or*

What are the different medias used for advertising ?

3. What is the difference between Agenda and Minutes ?

*Or*

Write a note on the types of advertising agencies with example.

**[ 2 ]**

4. Write a note on the history, growth and importance of TV in India.

*Or*

Evaluate Radio as a relevant and important medium of broadcasting.

5. What do you understand by Broadcasting ? Define the Fundamentals of Broadcasting.

*Or*

Write an essay on Cable Television with its advantages and disadvantages.