

RS 407

B.A./B.Sc./B.Com./B.B.A. DEGREE EXAMINATION, APRIL/MAY 2017.

FOURTH SEMESTER

Part III – Foundation Course

COMMUNICATION AND SOFT SKILLS – III

(CBCS Pattern w.e.f. 2015-16)

Time : Two hours

Maximum : 50 marks

(No additional sheet will be supplied)

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- I. Answer any FIVE of the following sentences. (5 × 2 = 10)
1. What is positive attitude? How does it help David defeat Goliath?
 2. What is good body language? How can it be improved by students?
 3. Write four advantages of positive thinking?
 4. What qualities in Wilma did help her to realize her dream?
 5. What is SWOT Analysis? What is the difference between SWOT and SWOC analyses?
 6. How does the speaker of the poem “soap” prove his emotional balance finally?
 7. What are the effects of positive and negative emotions in one’s life?
 8. List out the advantages and disadvantages of social media.
- II. Answer any TWO of the following questions. (2 × 5 = 10)
9. What is the role of creativity in paragraph writing?
 10. What are the essentials of a good paragraph?
 11. What are the three types of paragraphs? Write with suitable examples.
 12. Write a paragraph on “Advertisements”.
- III. Answer any TWO of the following questions. (2 × 5 = 10)
13. What are the different stages of summarizing?
 14. What are the features of a good summary?
 15. Differentiate between a paraphrase and a summary.

16. Paraphrase the following poem.
- I wandered lonely as a cloud
That floats on high o'er vales and hills,
When all at once I saw a crowd,
A host, of golden daffodils;
Beside the lake, beneath the trees,
Fluttering and dancing in the breeze.

IV. Answer any TWO of the following questions. (2 × 5 = 10)

17. What are the functions of a business letter?
18. Write an enquiry letter asking for the price of a good android phone.
19. What are the salient features of smart e-mail?
20. One of your friends has recently left for Singapore for doing MBA. You miss her very much. Write an e-mail to your friend on the same.

V. Answer any TWO of the following questions. (2 × 5 = 10)

21. What is a CV / Resume? What is the purpose of a CV /Resume?
22. Prepare your CV for the post of a News Reader on a TV Channel.
23. What is a cover letter? Write a cover letter for the post of a clerk in a company.
24. Read the following hints and prepare a Curriculum Vitae.

Andhra University 2009 – P.G. in English – T. Raj Sekhar – Intermediate – Distinction in Intermediate – best bowler – Cricket – born on 15-12-1990 -reading of books – music – three years' experience as teacher in Government school – Degree – B.A. 1st class.