

Q.P. Code : 19857

- 2) What makes it difficult for a television reporter to get to the scene of the happening?
- 3) Enumerate the practical difficulties faced by a television reporter to get his report quickly onto the television screen.
- 4) What makes the interviewee for television self-conscious?
- 5) "There are many occasions when a newspaper reporter need not use a notebook until after the talk is over." What are the advantages of not using a notebook?

- Q.2** a) What is verbal & non-verbal communication? **20**
b) What is cross cultural communication?
c) What are internal & external business letters sent by business organization?
d) Write a letter to a 5 star hotel applying for the post of F&B manager along with your bio data.
- Q.3** a) What is interview? Which are the different types of interviews? **20**
b) What is report writing? Which are the different types of reports?
c) What is POWER writing?
d) What is plagiarism & referencing?
e) What is meeting & conference? What is agenda, quorum & minutes of the meeting?
- Q.4** a) Explain the terms kinesics, Occulesics & proxemics. **15**
b) Convert into abstract nouns – judge, act, discover, know, serve, expect.
c) What are interjections? Give some examples
d) Write collective nouns for-birds, vessels, stars, lions, animals, people
e) What are the plurals of – radius, index, commander in chief, passer-by, daughter in law, formula
f) What are nouns? What are the countable & uncountable nouns give examples.

Please check whether you have got the right question paper.

- N.B:
1. Attempt four questions from Q.1.
 2. Attempt four questions from Q.2.
 3. Attempt four questions from Q.3.
 4. Attempt five questions from Q.4.

- Q.1**
- a) What is presentation? What are presentation skills?
 - b) What are Group discussion competencies?
 - c) What is business jargon? Give some examples
 - d) Which are the different types of listeners?
 - e) Read the passage below & answer the questions.

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Making the change from television to newspaper work, I have noticed how difficult it is for a television reporter to find out what has happened or is happening than it is for a newspaper reporter.

As a newspaper reporter, I can do my assignment alone, instead of being accompanied by three assistants. Now I have no camera crew with me whose movements I delay and who delay my movements; besides, the luggage with me need consist only of a suitcase and a typewriter instead of more than a dozen bulky boxes. Getting a story into a newspaper is so much less arduous than getting a piece of television on to the air – a typewriter and a telephone replace the whole rigmarole of aeroplane and satellite, film labs and viewing theatres, and editing machines and editors, with the result that the reporter has much more time to work in before the material leaves his hand.

What counts is the psychological difference between a camera, or any recording device, and a notebook. You notice it as soon as you sit down with someone whom you want to interview. If there is a camera behind you, your man is aware that he is not really talking to you at all. He is talking to someone who might be listening – total strangers, his family, his employers, his voters. His words are guarded, he becomes self-conscious. It is the same if there is a microphone in front of him, and two rotating rolls of magnetic tape slowly recording the sound for radio.

It is not the same if the only piece of recording equipment produced is a notebook. Even if he is self-conscious at first, your informant quickly sees that not everything he says is written down. There will be gaps – there may be long gaps – between the interesting or important things he says; and in consequence there will be long periods while the notebook is unused, and he rapidly forgets so apparently innocuous a device.

There are many occasions when a newspaper reporter need not use a notebook until after the talk is over. Storing the mind with things said, like a chipmunk filling its cheeks with maize, and then disgorging them on to the pages of a notebook, is a technique easily learnt. It has the advantage that it makes not merely the answers flow more readily but the questions too, since the reporter is not half-preoccupied with writing down the answer to one question while he devises the next. It can only be used if the results of the interview are not going to be quoted at all or quoted anonymously. But such quotations are often the most interesting – too revealing, or too damaging, to be fathered on their originator without his express permission.

- 1) Give the meaning of each of the following as used in the passage.
(i) arduous (ii) guarded (iii) in consequence (iv) disgorging them (v) devises.