

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: BCA
BRANCH: BACHELOR OF COMPUTER APPLICATIONS**

**SEMESTER : III/ADD
SESSION : MO/2025**

SUBJECT: MN109 PUBLIC SPEAKING & CREATIVE WRITING

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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Q.1(a)	Mention the 7 Cs of effective communication.	[5] 4	1
Q.1(b)	'Non-verbal communication can overcome language barriers'. Discuss this statement by giving suitable examples.	[5] 4	3
Q.2(a)	Mark out the difference between delivering a speech physically and virtually.	[5] 4	4
Q.2(b)	Elaborate on the various steps involved in drafting a Public Speech.	[5] 4	2
Q.3(a)	'The most important part of communication is listening'. Justify the statement.	[5] 1	5
Q.3(b)	Imagine it is your graduation farewell party. Draft your farewell speech to be delivered on this occasion.	[5] 5	
Q.4(a)	Differentiate between Creative Writing and Formal Writing.	[5] 3	6
Q.4(b)	You have recently developed a new software/product. Pitch this new software/product, highlighting its interesting features to attract investors.	[5] 4	4
Q.5(a)	Discuss any 5 Figures of Speech of your own choice. Give a suitable example to explain each Figure of Speech you have mentioned.	[5] 4	1,3
Q.5(b)	Discuss the importance of Public Speaking in developing Leadership Skills with suitable examples.	[5] 2	5

:::26/11/2025:::M