

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(MID SEMESTER EXAMINATION)

CLASS: BCA  
BRANCH: BACHELOR OF COMPUTER APPLICATIONS

SEMESTER : III  
SESSION : SP/2025

SUBJECT: MN109 PUBLIC SPEAKING & CREATIVE WRITING

TIME: 02 Hours

FULL MARKS: 25

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
  2. Attempt all questions.
  3. The missing data, if any, may be assumed suitably.
  4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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		CO	BL
Q.1(a)	What is non-verbal communication?	[2] 4	1
Q.1(b)	Draw Eugene White's cyclic model of communication, briefly describing the various elements.	[3] 4	1
Q.2(a)	What can we learn from popularly documented speeches delivered in the past?	[2] 4	2
Q.2(b)	Oral communication is superior to written communication. Voice your opinion on this statement with suitable arguments.	[3] 4	4
Q.3(a)	Differentiate formal and casual speech.	[2] 4	4
Q.3(b)	State the most effective strategies for overcoming the fear of public speaking.	[3] 4	1
Q.4(a)	Give two examples of subtle forms of manipulation in communication by using wordplay.	[2] 1	3
Q.4(b)	Discuss the 3 Ps of Public Speaking.	[3] 4	1
Q.5(a)	What are TED Talks?	[2] 4	1
Q.5(b)	Discuss the various stages of drafting a Public Speech.	[3] 4	1

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