

JK Lakshmipat University Jaipur
INSITUTUE OF MANAGEMENT
INSTITUTE OF ENGINEERING AND TECHNOLOGY
INSITTUE OF DESIGN

End Term Examination, December 2024
BBA, B.Tech., B.Des, Semester I, 2024-25

Roll No.....

CC1101: FUNDAMENTALS OF COMMUNICATION

Time: 2 hours

Max. Marks: 30

Instructions to students:

1. Do not write anything other than your roll number on question paper.
2. Attempt **any three** questions.
3. Mention all the assumptions for your answers clearly.

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| Q. 1 | Write a well-structured paragraph discussing the importance of time management for college students. Highlight its impact on academic success, personal growth, and career readiness. Provide examples or suggestions to make your argument clear and convincing. | 10.0
(LO2,3) |
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| Q. 2 | Imagine you are tasked with persuading your school/college authorities to implement a new initiative, such as a sustainability program or mental health workshops. Using the principles of ethos, pathos, and logos, outline how you would structure your argument. Provide specific examples of statements or strategies you would use for each appeal. | 10.0
(LO1,4) |
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| Q. 3 | Write an email to the Head of Department (HOD) of your college, requesting permission to organize a student-led seminar on "The Role of Technology in Modern Education." Your email should include a clear subject line, a polite salutation, a well-structured body outlining the purpose, significance, and proposed date of the seminar, and a formal closing. Ensure proper email etiquette is maintained throughout. | 10.0
(LO3,4,5) |
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| Q. 4 | You are part of a student council proposing the introduction of a flexible attendance policy for college students. Describe how you would use ethos, pathos, and logos to convince the administration of the benefits of this policy. Provide specific examples of how each rhetorical appeal would strengthen your argument. | 10.0
(LO2,5) |
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all the best!