

TILAK MAHARASHTRA VIDYAPEETH, PUNE
B.A. JOURNALISM & MASS COMMUNICATION
B.A. IN MUSIC PRODUCTION
EXAMINATION: MAY - 2026
SIXTH SEMESTER
Sub: Soft Skills (BAJMC /BAMP23-604)

Date: 22/05/2026

Total Marks : 20

Time: 10.00 am to 11.00 am

Instruction:

All questions are compulsory.

Q. 1. Answer the Following: (Any One) (10)

- 1) Discuss business correspondence in detail. Explain enquiry letters, order letters, complaint letters, and adjustment letters with their objectives and essential features.
- 2) Explain report writing in detail. Discuss the structure, styles, significance, and characteristics of a good report in professional communication.
- 3) What are presentation skills? Explain the importance of body language, eye contact, posture, gestures, voice modulation, and stage confidence in delivering an effective presentation.

Q. 2. Write short notes. (Any Two) (10)

- 1) Importance of presentation aids such as OHP, LCD projector, and whiteboard in enhancing communication and audience understanding
 - 2) Importance of speech practice before a presentation
 - 3) Techniques to eliminate Stage fright
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