LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**U.G.** DEGREE EXAMINATION – **GENERAL ENGLISH**

SECOND SEMESTER – **APRIL 2012**

# EL 2054 / 2062 - POWER COMMUNICATION IN ENGLISH

Date : 20-04-2012 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

**Answer all the following questions: (10x10=100)**

1. Explain the Theory of Communication.
2. Why is knowledge of Audience Psychology needed for Effective Communication?
3. Draft a speech on the following topic: “There can be no better society without good individuals.”
4. List out the skills you will have to use to make a Presentation.
5. Elaborate on the guidelines for effective participation in a Group Discussion.
6. Highlight the importance of listening skills in a Group Discussion.
7. How does Oral Communication Skills enhance a student’s employability? Give three reasons.
8. What are the skills assessed and qualities expected in a candidate in a Job Interview?
9. How important is Career Guidance for college students?
10. Write a model letter of application for a teaching job in a Matriculation School with your Curriculum Vitae.

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