



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A.DEGREE EXAMINATION –ENGLISH LITERATURE

SIXTH SEMESTER – APRIL 2019

16UEL6MS01/ EL 6608– ENGLISH FOR EFFECTIVE COMMUNICATION

Date: 13-04-2019
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION A

Answer ALL the questions in about 50 words each:

(10 X3=30)

1. What are the elements of communication?
2. Define the terms: slang & verbosity
3. Define taboo words and ambiguities.
4. Differentiate listening and hearing.
5. Define telephone etiquette.
6. What is group discussion?
7. Mention any three common myths about effective communication.
8. State the importance of choice of words.
9. Write about the need for keeping sentences short and simple.
10. Why should we keep sentences precise, direct and courteous?

SECTION B

Answer any FIVE of the following in about 200 words each:

(5X10= 50)

11. “Communication is a physical, mental and vocal activity.” Discuss.
12. List 10 quick tips for effective communication.
13. Explain the different types of listening.
14. Explain the importance of understanding Audience Psychology for effective public speaking
15. Provide guidelines for effective group discussion.
16. Write about the essential speaking skills to succeed in an interview.
17. Discuss the importance of the role of visual, vocal, spatial and temporal cues in effective communication.
18. Write about the various techniques for an effective oral presentation.

SECTION –C

Answer the following in about 350 words each:

(1x20=20)

19. A) Write about the importance of non-verbal language in determining the effectiveness of oral communication.

Or

B) Draft a speech on the topic, “Social media: Impact on human behaviour and society.”

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