



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A.DEGREE EXAMINATION –ENGLISH LITERATURE

SIXTH SEMESTER – APRIL 2019

EL 6608– ENGLISH FOR EFFECTIVE COMMUNICATION

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

Dept. No.

Max. : 100 Marks

PART- A

Answer ALL the questions:

(10x2=20)

1. What are Goals of communication?
2. What is managerial communication?
3. What are cliches?
4. What are visual cues?
5. What is a short sentence?
6. What are gestures?
7. What is spatial communication?
8. What are different types of listening skills?
9. How important is surroundings in speaking effectively?
10. What is small group discussion?

PART- B

Answer any FOUR of the following:

(4x10=40)

11. What are the important tools to be followed to make communication effective?
12. What are the basic principles to be given to style in language for a good communication
13. What is the role of body language in for effective communication?
14. .How essential is it to assess the audience before you deliver an effective presentation.
15. What is the role of a participant in a group discussion?

PART- C

Answer the following in about 300 words each:

(2x20=40)

16. a) What are the components of Non-Verbal communication and how does it have an edge over verbal communication?

(OR)

b) Describe the steps followed in listening process. Identify the barriers to listening.

17. a) Write in detail about how interpersonal, group, and interactive communication go hand in hand. Give examples.

(OR)

b) You are required to appear for an interview for the position of Assistant Manager (your preferred specialization) at XYZ Ltd. What considerations will you keep in mind before and during the interview?

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