# LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

FOURTH SEMESTER – **APRIL 2022**

**16/17/18UEL4GE09 – GENERAL ENGLISH (VOC) - IV**

Date: 18-06-2022 Dept. No. Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**PART – A** **(10 x 2 = 20 Marks)**

**Q. No.** **Write short notes on ALL the questions**

1 Web 2.0

2 User Generated Content

3 Effective feedback

4 Message

5 Instagram

6 Eye contact in presentation

7 Mass communication

8 Blog

9 Twitter

10 Mobile Assisted Language Learning

**PART – B** **(5 x 8 = 40 Marks)**

**Answer any FIVE questions**

11 What are the benefits of online learning?

12 What are e-learning websites? Explain with examples.

13 Write a note on the benefits of using audio-visuals in presentation.

14 What are the benefits of social media platforms such as Facebook and Instagram for students.

15 Write a note on email and social media etiquette.

16 How would you develop winning social media content? Suggest a few strategies.

17 How do you think visuals should be used in a presentation?

**PART – C** **(2 x 20 = 40 Marks)**

**Answer any TWO questions**

18 Discuss the advantages and disadvantages of social media in detail.

19 What are some of the popular videoconferencing services used all over the world? How have they changed the way we communicate especially post-pandemic? Elucidate.

20 What are presentation skills? How important are they for the media students? Discuss.

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