

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**B.Com. DEGREE EXAMINATION – COMMERCE**FIRST SEMESTER – **APRIL 2022****UEL 1204 – GENERAL ENGLISH I - ADVANCED (COMMERCE)
(2021 BATCH)**

Date: 20-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION AAnswer **all** the questions

1	Define the following (5 x 1 = 5)		
a	Technical communication	K1	CO1
b	Soft skills	K1	CO1
c	Appreciative listening	K1	CO1
d	Tone	K1	CO1
e	Report	K1	CO1
2	Match the following (5 x 1 = 5)		
a	ERRQ Emphasis given in a sound	K1	CO1
b	Anxiety Recite	K1	CO1
c	SQ3R Respond	K1	CO1
d	Feedback Barrier to communication	K1	CO1
e	Stress Process of communication	K1	CO1
3	Choose the correct answer (5 x 1 = 5)		
a	Which of the following is not a means of mass communication? i) Books ii) Radio iii) Telephone iv) Newspaper	K2	CO1
b	_____ listening is a way of showing that we understand and care about the other person i) Passive ii) Empathetic iii) Comprehensive iv) Biased	K2	CO1
c	_____ is the ability to work together towards a common vision. i) Teamwork ii) Hardwork iii) Smartwork iv) Individuality	K2	CO1
d	_____ is reading rapidly in order to find specific facts i) Skimming ii) Scanning iii) Skimming iv) Scooping	K2	CO1
e	Identify the topic sentence in the following paragraph: The world is very different now. For man holds in his mortal hands the power to abolish all forms of human poverty and all forms of human life. And yet the same revolutionary beliefs for which our forebears fought are	K2	CO1

	still at issue around the globe-the belief that the rights of man come not from the generosity of the state but from the hand of God i) The world is very different now. ii) For man holds in his mortal hands the power to abolish all forms of human poverty and all forms of human life. iii) And yet the same revolutionary beliefs for which our forebears fought are still at issue around the globe iv) the belief that the rights of man come not from the generosity of the state but from the hand of God		
4	State whether the following are TRUE or FALSE (5 x 1 = 5)		
a	Sender is a channel of communication	K2	CO1
b	A leader naturally emerges during a group discussion.	K2	CO1
c	Intensive reading is reading a large variety of texts for a short period of time	K2	CO1
d	S in SQ3R refers to Subject	K2	CO1
e)	Curriculum vitae has its origin in the German language.	K2	CO1
SECTION B			
Answer any two of the following in 100 words : (2 x 10 = 20)			
5.	Describe the process of communication.	K3	CO2
6.	Show the different elements used in the speech activity.	K3	CO2
7	Elucidate SQ3R method with reference to reading.	K3	CO2
8	Highlight the different parts of an essay.	K3	CO2
SECTION C			
Answer any two of the following in 100 words : (2 x 10 = 20)			
9.	Analyse the barriers to communication in a marital relationship.	K4	CO3
10.	Explore the various dynamics in group discussion.	K4	CO3
11	Investigate the different strategies useful for reading.	K4	CO3
12	Inspect the different parts of a business report.	K4	CO3
SECTION D			
Answer any ONE of the following in 250 words : (1 x 20 = 20)			
13.	Evaluate the role of the audience in group communication	K5	CO4
14.	Examine the psychological barriers to listening.	K5	CO4
SECTION E			
Answer any ONE of the following in 250 words : (1 x 20 = 20)			
15.	Prepare a resume for the job description given below: Wanted: Meme creator for a social networking group	K6	CO5
16.	Write an essay on the following topic: Time and tide wait for no one	K6	CO5