

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**



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

**FIRST SEMESTER – NOVEMBER 2019**

**UEL 1204 – GENERAL ENGLISH I - ADVANCED (COMMERCE)**

Date: 09-11-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**SECTION - A**

**Answer any 'six' of the following in about 100 words each:**

**(6 x 5 =30)**

1. Explain the different types of listening.
2. Bring out the differences between scanning and skimming.
3. Describe the various stages in a communication model.
4. How do you sharpen your reading skill using SQ3R technique?
5. Examine the nature of technical communication
6. What are the dynamics found in a group discussion?
7. Analyse the need for technical communication in the 21<sup>st</sup> century.
8. Show how communication channels are dependent upon the audience as well as the particular situation.
9. Expound on the role played by Body Language in interviews and speeches.

**SECTION - B**

**Answer the following in about 300 words each:**

**(3 x 10 =30)**

10. a) Draft a response letter to a company who had inquired about interior decoration for their firm.

(Or)

- b) Write an order letter to Dell enquiring for about 100 laptops with the date of delivery mentioned.

11. Pen a micro- story using any 'one' of the prompts:

- a) It was a rainy new moon night .....

(Or)

- b) Can it get any worse .....

12. Prepare a resume:

- a) For the post of 'Accounts Executive' with 4 years of experience in the field.

(Or)

- b) For the post of 'Assistant Professor' in the department of Commerce in any college of your choice.

**Read the following case study and answer all the questions listed below:**

**( 2 x 5 =10)**

*David was a business school student studying at one of the top MBA programs in the country. He was a solid student, head of a school club, and had an active social life that balanced nicely with his professional and academic one. While David was on the road to being groomed as a future executive, he became more and more aware of the anxiety that accompanied him during public speaking. Simply preparing for a talk would begin to cause an adverse reaction in his body that included sweating, increased heart rate, tightness in his chest, sweating, butterflies in his stomach, and an overall uncomfortable feeling. David realised that given his goal of becoming a successful entrepreneur, his career would lead him to speak in front of large groups of people. In addition, he would have to pitch his ideas to board members, top executives, and investors. Despite the idea of having to do these things, caused him to be excited, execution of delivering the talks caused an unwanted response.*

13. Elaborate about the problems that David faces and the reasons behind it.

14. Suggest some measures for helping David to improve his ability at Public Speaking.

**SECTION - C**

**Answer the following in 400 - 500 words:**

**(1 x 15 = 15)**

15. a) What makes communication important? List out and elaborate on the different barriers to effective communication.

(Or)

b) Elucidate the nature and significance of a 'report'. Explain the different parts in it and bring out the characteristics of a good report.

**Attempt any one of the essays:**

**(1 x 15 = 15)**

16. a) The role of an ideal teacher in today's education system.

(Or)

b) Revoking Article 370 is a challenging move.

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