LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – **ALLIED**

THIRD SEMESTER – **NOVEMBER 2022**

UEL 3401 – ENGLISH FOR CORPORATE COMMUNICATION

Date: 01-12-2022   Dept. No.   Max. : 100 Marks
Time: 09:00 AM - 12:00 NOON

SECTION A

Answer ALL the Questions

1.	**Answer the following**	**(5 x 1 = 5)**	
a)	Identify the type of online communication under which quora is categorised. i)Virtual world ii) Forum iii) Whiteboard iv) Blog	K1	CO1
b)	Define SEO	K1	CO1
c)	State any intricacies involved in document design.	K1	CO1
d)	List any two pros of AI.	K1	CO1
e)	Define re-writing.	K1	CO1
2.	**Fill in the blanks**	**(5 x 1 = 5)**	
a)	Communication is derived from the word _____.	K1	CO1
b)	The opening page of a website is called _____.	K1	CO1
c)	_____ is an automated messaging platform powered by artificial intelligence.	K1	CO1
d)	Placing brands within films and TV shows is called _____ advertising.	K1	CO1
e)	_____ is a prewriting process.	K1	CO1
3.	**Answer the following**	**(5 x 1 = 5)**	
a)	Explain block chain technology.	K2	CO1
b)	Define CSR.	K2	CO1
c)	Explain cyber ethics.	K2	CO1
d)	Identify any two drawbacks of chatbots.	K2	CO1
e)	Explain any 4Cs from 7Cs of communication	K2	CO1
4.	**TRUE or FALSE**	**(5 x 1 = 5)**	
a)	Connotative words are more important than denotative words	K2	CO1
b)	Although English is the universal business language, many corporations produce websites in two or more languages.	K2	CO1
c)	Advertising objectives must flow from prior decisions on the target audience, product positioning, and the communicative language.	K2	CO1
d)	Blockchain is secure than traditional setup for money transaction.	K2	CO1
e)	Canva is a programming software.	K2	CO1

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SECTION B

Answer any TWO of the following in 100 words **(2 x 10 = 20)**

5.	Enumerate any five ways of content curation.	K3	CO2
6.	Explain Outdoor advertising.	K3	CO2
7.	Differentiate between evergreen and non-evergreen content.	K3	CO2
8.	Enumerate the role of AIDA principle in advertising.	K3	CO2

SECTION C

Answer any TWO of the following in 100 words **(2 x 10 = 20)**

9.	Analyse the principles of corporate communication.	K4	CO3
10.	Classify any four barriers in cross-cultural communication.	K4	CO3
11.	Explain the significance of cyber ethics in a vast technological hub.	K4	CO3
12.	Inspect on the cultural shift of technology on communication.	K4	CO3

SECTION D

Answer any ONE of the following in 250 words **(1 x 20 = 20)**

13.	Evaluate the pros and cons of advertising by citing relevant examples where necessary.	K5	CO4
14.	Interpret the role of AI in making communication easier in the 21st century.	K5	CO4

SECTION E

Answer any ONE of the following in 250 words **(1 x 20 = 20)**

15.	Design a brochure for a restaurant by applying the principles of document design.	K6	CO5
16.	Design an Advertisement for a product of your choice using the AIDA model.	K6	CO5

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