



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A. DEGREE EXAMINATION – ENGLISH LITERATURE

SIXTH SEMESTER – JUNE 2015

EL 6608 - ENGLISH FOR EFFECTIVE COMMUNICATION

Date : 03/07/2015

Dept. No.

Max. : 100 Marks

Time : 10:00-01:00

PART - A

Answer ALL the questions:

(10x2=20)

1. Goals of Communication
2. Triangular relationship among communication, listening and cognition
3. Clichés
4. Verbal crutches and their interpretation in meaning making.
5. Visual cues
6. Voice quality
7. Hearing Vs Listening
8. Importance of spatial communication
9. Uses of small group discussion
10. Explain Kinesthetics.

PART – B

Answer any FOUR of the following:

(4x10=40)

11. Is communication a transaction of meaning? Substantiate.
12. “Make every word count.” Comment
13. Explicate the importance of eye-contact in effective communication.
14. How essential is it to assess the audience before you deliver an effective presentation?
15. Explain how the globe has shrunk into a tiny ball thanks to the tools of New Media communication.

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) What is listening and what are the various types of listening? Inattentive listening creates a slow-learner. Do you subscribe to this theory?

17. a) While discussing the theory of style of language, why does Quintilian emphasize on clarity of words and their ornamental effect for effective communication?

(OR)

- b) Why do the MNCs invariably prefer to conduct personal interviews and group discussions while they recruit the candidates of the first order?

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