



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Voc. DEGREE EXAMINATION – 3D ANIMATION & DIGITAL JOURNALISM

SECOND SEMESTER – APRIL 2017

16UEL2GE04 - GENERAL ENGLISH (VOC) - II

Date: 18-04-2017
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART - A

I. Answer all the questions

(10 x 2 marks = 20 marks)

1. Tabulate four advantages of oral communication.
2. What is the main difference between formal and informal communication?
3. Explain any two external forms of communication.
4. Name and define the four types of resume.
5. What does Stephen Covey mean by 'A New Way of Thinking'?
6. List four things that should be avoided at a Group Discussion (GD)
7. What message does the Traveller from "Keeping Upright" tell the reader?
8. Define any four type of employment communication.
9. List the seven stages of Literary Appreciation
10. Write a few words on the importance on employment communication.

PART - B

II. Answer any five

(5 x 8 marks = 40 marks)

11. How does the story 'Red Moon' work as an environmental warning message? Elaborate.
12. What is a cover letter? Name and define the components of a cover letter.
13. Write a character sketch on the "Professor" who appears in the story, 'The Man Who Knew Too Much.
14. Why is group discussion important in the hiring process? What are the steps involved in a group discussion?
15. What are the various means or channels of external communication?
16. You encountered bad service at a supermarket. Write a formal letter to its manager, complaining about your bad experience. Add necessary details.
17. List and define the differences between internal and external communication.

PART - C

III. Answer any two

(2 x 20 marks = 40 marks)

18. Discuss in detail the common barriers to effective communication, and ways to overcome them.
19. What is Media communication? Discuss in detail its advantages and disadvantages.
20. What are the ways that we can take action as an individual, at school/college, at work, at state and at national level, as detailed in the papal excerpt 'Care for our Common Home?'

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