



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

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

**SECOND SEMESTER – APRIL 2017**

**EL 2054 - POWER COMMUNICATION IN ENGLISH**

Date: 29-04-2017  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

Answer all the questions given below:

**(10x10=100marks)**

1. Why is Non-Verbal Communication or Body language important in Public Speaking?
2. Define an Audience and the importance of understanding their Psychology?
3. List out the 2 Factors and 7 Skills necessary that make your speech appealing to the listeners?
4. Draft a speech on this topic: **“The Effects of Demonetization of Rs.500 and Rs.1000 by the Central Government on the Indian economy”**.
5. What are the 8 factors every participant should keep in mind during a Group Discussion?
6. Why should a discussant master Listening Skills?
7. Why are Audio-Visual aids used increasingly during a presentation?
8. What are the required Skills employers look for in a candidate during an interview?
9. List out the differences between a Job Interview and a Telephone Interview?
10. Do college students require Career Guidance during their final year of study?

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