

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.A. DEGREE EXAMINATION – ENGLISH LITERATURE

FIRST SEMESTER – NOVEMBER 2007

EL 1806 - SPEECH EVENT MANAGEMENT

AP 6

Date : 02/11/2007
Time : 1:00 - 3:00

Dept. No.

Max. : 50 Marks

(ONLY TWO HOURS)

PART A

I. Answer any FIVE of the following in 50 words each. (5 x 1 = 5 Marks)

1. Describe the Development of Personality.
2. Three advantages of high self-esteem
3. What is value?
4. Describe various types of motivation.
5. Describe the positive and negative coping mechanisms?
6. Enumerate different types of communication.
7. Describe the two types of conflict.

II. Answer any Two of the following in 150 words each. (2 x 5 = 10 Marks)

1. Guidelines for Group Discussion (10)
2. Guidelines for Public Speaking (10)
3. Ten Qualities of a good leader.
4. 10 characteristics of good and effective communication

III. Write any One of the following in 300 words each. (10 Marks)

1. Write a profile of yourself highlighting the various dimensions.
2. Language has a social context and culture – Explain.

PART – B

IV Write short notes (50 words) on any FIVE of the following (5 x 1 = 5 marks)

1. Deixis
2. Arbitrariness
3. Heuristic function of speech act
4. Speech act and Speech event
5. Strategic competence
6. Discourse Features
7. Variety of Speech

V Answer any TWO of the following in about 150 words each (2 x 5 =10 marks)

1. Language as an interpersonal social act.
2. The role of social skills and mind skills in speech event management
3. Describe any five functions of speech act with your own examples.

VI Identify any TWO cohesive devices present in each of the following passages-
(5x2=10 Marks)

A. Let me reiterate one thing. While strategy is really about maintaining leadership in 2020 it is not about what you have to do in 2020. It is very much about what an organization needs to be in 2006 across the three boxes so that you introspect 2020. How do we allocate our resources in 2006? How is the organisation's energy focused in 2006, across the three boxes so that we maintain leadership in the next 15 years.

B. In contrast, ventures in the knowledge economy usually involve the production of knowledge-intensive goods (like software), and the large-scale capture, movement and utilisation of information using sophisticated network infrastructure (such as computers, cable, fibre and routers). Beyond the physical labour required for initial construction, building and maintaining such infrastructure requires specialised knowledge.

C. Indian IT firms have focused on developing and delivering IT services to advanced economies. Even if India became the world's software factory and the most optimistic projections of IT-related jobs (including jobs in call centres and design centres) were upheld, this industry will employ utmost a few million people. In a nation with over a billion people, this constitutes but a dent in the employment statistics.

D. A culture of innovation is fundamental for global economic leadership. If India and China want to become technological powerhouses, then innovation incubators are essential. Incubators nurture talent among scientists and engineers and provide support during the early years of innovation when the risks of failure are the greatest. China, in this regard, has made substantial progress *vis-à-vis* India

E. It is important, however, to recognise that India's choice of placing political freedom ahead of economic liberalisation puts a cap on the pace of development. Democracy, poverty, and large agriculture-based voter base have caused Indian governments to massively subsidise agricultural sectors at the expense of industrialisation. Indian policy-makers have to balance between long-term growth needs and short-term social benefits - China is less constrained in this regard. China's emphasis on economic freedom before political freedom has served it well in some areas, especially in the context of delivering sustained and methodical growth. Is such a trade-off between political freedom and economic development worthwhile for developing countries? This is a question with no easy answer.
