



# LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – GENERAL ENGLISH

FIRST SEMESTER – NOVEMBER 2022

UEL 1204 – GENERAL ENGLISH I - ADVANCED (COMMERCE)

Date: 29-11-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

## SECTION A

Answer ALL the Questions

<b>1. Match the following</b>		<b>(5 x 1 = 5)</b>
a) Barriers of communication -	Used to find specific facts	K1 CO1
b) Tone	- Understanding beyond facts and providing support to the speaker	K1 CO1
c) Scanning	- Poor listening skill	K1 CO1
d) Empathetic listening	- Summary of an individual's qualification	K1 CO1
e) Resumé	- Variation in pitch	K1 CO1
<b>2. True or False</b>		<b>(5 x 1 = 5)</b>
a) Effective communication is a key to success in business.		K1 CO1
b) Rules determine the appropriateness of our communication with others.		K1 CO1
c) Argumentative essays contain primarily descriptions.		K1 CO1
d) Your communication can be appropriate without being effective.		K1 CO1
e) Communication ability consistently ranks last among the skills that employers look for in college graduates.		K1 CO1
<b>3. Read the following passage carefully and select the correct answers</b>		<b>(5 x 1 = 5)</b>
<p>Since time immemorial, people have speculated what the world was made of. The Greeks thought that the universe was made of four elements: water, air, earth, and fire. The philosopher Democritus believed that even these could be broken down into smaller units, which he called "atoms." But attempts to explain how atoms could create the vast, wondrous diversity of matter we see in Nature always faltered. Even Newton, who discovered the cosmic laws which guided the motion of planets and moons, was at a loss to explain the bewildering nature of matter. All this changed in 1925 with the birth of quantum theory, which has unleashed a thundering tidal wave of scientific discovery that continues to surge unabated to this day. The quantum revolution has now given us an almost complete description of matter, allowing us to describe the seemingly infinite multiplicity of matter we see arrayed around us in terms of a handful of particles, in the same way that a richly decorated tapestry is woven from a few colored strands.</p>		
a) The main purpose of this passage is to explain		K2 CO1
A. How the Greeks were wrong about the elements.		
B. The limits of Newton's accomplishments.		

	C. The importance of quantum theory. D. The basic elements of quantum theory.		
b)	The intended audience for this passage is most likely A. General readers interested in science. B. Science teachers. C. Historians of science. D. People are already familiar with quantum theory.	K2	CO1
c)	The phrase “thundering tidal wave” is used to A. Provide a comparison between the quantum theory and earlier theories.. B. Emphasize the impact of the quantum theory C. Make fun of the exaggerated claims made for quantum theory. D. Show how quantum theory works.	K2	CO1
d)	The end of the last sentence is meant to A. Demonstrate the complexity of quantum theory. B. Argue that quantum theory is hardly a “revolution.” C. Show the incompleteness of quantum theory. D. Provide a visual comparison for an abstract concept.	K2	CO1
e)	The passage asserts that the quantum theory A. Has largely been discredited. B. Has as many flaws as earlier theories. C. Has succeeded where earlier efforts failed. D. Is still in its infancy.	K2	CO1
<b>4.</b>	<b>Answer the following</b>	<b>(5 x 1 = 5)</b>	
a)	Define Report.	K2	CO1
b)	Define Resume	K2	CO1
c)	The barrier that occurs in communication is otherwise known as _____. i) Channel ii) Noise iii) Feedback iv) Connection	K2	CO1
d)	The business letter format NOMA is recommended by _____. i) National Office Management Association of America ii) National Organization Management Association iii) National Office Management of America iv) Non-office Management Association of America	K2	CO1
e)	The following one is NOT the characteristics of a good report. i) Accuracy ii) Brevity iii) Relevance iv) Fictional	K2	CO1
<b>SECTION B</b>			
<b>Answer any TWO of the following in 100 words</b>		<b>(2 x 10 = 20)</b>	
5.	Illustrate the various etiquette of Group Discussion competencies.	K3	CO2
6.	Compare and contrast between Business and Official letters	K3	CO2

