



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

**U.G. DEGREE EXAMINATION – ALLIED**

**THIRD SEMESTER – NOVEMBER 2022**

**UEL 3401 – ENGLISH FOR CORPORATE COMMUNICATION**

Date: 01-12-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**Section A**

**Answer any four of the following in about 150 words:**

**(4X5=20)**

1. List out the steps to do in Pre-Writing.
2. Comment on the benefits of content curation?
3. How can one build a brand network beneficial to a business?
4. Elaborate on the elements of design one has to consider when designing a document.
5. Differentiate between corporate communication and subjective communication.
6. Elaborate on the benefits and drawbacks of Video Conferencing.

**Section B**

**Answer any four questions in about 200 words each:**

**(4X10=40)**

7. Enumerate the do's and don'ts with regard to Cyber Ethics
8. Define Search Engine Optimization. Bring the importance of using SEO.
9. Describe the language used in advertisements.
10. Explain AIDA principle.
11. Differentiate between content writing and copywriting.
12. Elaborate on the ways to identify fake news on the internet.

**Section C**

**Answer any two questions in about 250-300 words each:**

**(2X20=40)**

13. Discuss the applications of blockchain technology in modern communication.
14. Design a brochure on Pet animals.

