LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**B.A.** DEGREE EXAMINATION – **ENGLISH LITERATURE**

SIXTH SEMESTER – **APRIL 2012**

# EL 6603 - ENGLISH FOR EFFECTIVE COMMUNICATION

Date : 18-04-2012 Dept. No. Max. : 100 Marks

Time : 1:00 - 4:00

**Answer ALL the questions briefly: (10 x 2= 20 marks)**

1. Discuss very briefly TWO definitions of ‘communication.’
2. Discuss TWO important features of ‘effective communication.’
3. Discuss TWO important features of the different channels of communication.
4. Comment on TWO important barriers to effective communication.
5. Explain the term ‘kinesics’
6. When are telephone interviews relevant?
7. Why is body language important for effective communication?
8. Discuss the importance of humour in effective communication.
9. Explain the importance of any TWO modern means of communication.
10. Explain any TWO important features of teleconferencing.

**Answer any FOUR of the following: (4 x 10 = 40 marks)**

1. What are the advantages and disadvantages of a telephonic interview?
2. Explain the significance of video conferencing.
3. How can one project himself positively during a job interview?
4. What are some of the important differences between oral and written

communication?

1. How does culture interfere with effective communication?

**Answer the following in about 300 words each: (2 x 20 = 40 marks)**

1. Write an essay on the positive and negative features of non-verbal communication.

(or)

Enumerate the barriers to effective communication and propose how communication can be made more effective.

1. Write an essay elaborating the advantages of written communication over oral communication.

(or)

What are the objectives of a Group Discussion? What must one do to improve his/her performance in a Group Discussion?

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