LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

$\textbf{U.G.} \ \mathsf{DEGREE} \ \mathsf{EXAMINATION} - \textbf{GENERAL} \ \textbf{ENGLISH}$

FIRST SEMESTER - **NOVEMBER 2022**

UEL 1204 – GENERAL ENGLISH I - ADVANCED (COMMERCE)

	Date: 29-11-2022 Dept. No. Time: 01:00 PM - 04:00 PM	Max.: 100 Marks
Aı	SECTION - A Answer any SIX of the following in about 100 words each:	(6 x 5 = 30)
1.	L. Explain the importance of Communication.	
2.	2. How do you sharpen your reading skills using SQ3R technique?	
3.	3. Bring out the differences between scanning and skimming.	
4.	1. What are the dynamics found in a group discussion?	
5.	5. Describe the various stages in a communication model.	
6.	. Expand on the role of Body Language in interviews and speeches.	
7.	Enumerate the different barriers to listening.	
8.	3. Analyse the need for technical communication in the 21 st century.	
9.	Show how communication channels are dependent upon the audience as well as the particular situation.	
	SECTION - B	
Aı	Answer the following in about 300 words each:	$(4 \times 10 = 40)$
10	(0. a) Draft a response letter to a company who had sent you a quotation for sett firm.	ting up the internet in your
	(Or) b) Write an order letter to Apple to set up Mac Computers for your firm's a	dministrators.
11	1. Pen a micro- story using any 'one' of the prompts:	
	a) The night was still young	
	(Or) b) "Why should this happen only to me?"	
12	a) For the post of 'Secretary to the CEO' with 4 years of experience in the f (Or) b)For the post of 'Manager 'in a Logistics company of your choice.	rield.

13. Read the following case study and answer all the questions listed below:

David was a business school student studying at one of the top MBA programs in the country. He was a solid student, head of a school club, and had an active social life that balanced nicely with his professional and academic one. While David was on the road to being groomed as a future executive, he became more and more aware of the anxiety that accompanied him during public speaking. Simply preparing for a talk would begin to cause an adverse reaction in his body that included sweating, increased heart rate, tightness in his chest, sweating, butterflies in his stomach, and an overall uncomfortable feeling. David realised that given his goal of becoming a successful entrepreneur, his career would lead him to speak in front of large groups of people. In addition, he would have to pitch his ideas to board members, top executives, and investors. Despite the idea of having to do these things, caused him to be excited, execution of delivering the talks caused an unwanted response.

- A) Elaborate the problems that David faces and the reasons behind it.
- B) Suggest some measures for helping David to improve his ability at Public Speaking.

SECTION - C

Answer the following in 400 - 500 words:

 $(1 \times 15 = 15)$

14. a) Explain in detail the various aspects of "Group Discussion".

(Or

b) What makes communication important? List out and elaborate on the different barriers to effective communication.

Attempt any one of the essays:

 $(1 \times 15 = 15)$

15. a) The role of a Politician in today's Government.

(Or)

b) The status of Indian economy and the role of the Finance minister.

&&&&&&&&&&&