

**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 any SIX of the following in about 100 words each:**

**(6 x 5 = 30)**

1. Explain the importance of Communication.
2. How do you sharpen your reading skills using SQ3R technique?
3. Bring out the differences between scanning and skimming.
4. What are the dynamics found in a group discussion?
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. Analyse the need for technical communication in the 21<sup>st</sup> century.
9. Show how communication channels are dependent upon the audience as well as the particular situation.

**SECTION - B**

**Answer the following in about 300 words each:**

**(4 x 10 = 40)**

10. a) Draft a response letter to a company who had sent you a quotation for setting up the internet in your firm.

(Or)

- b) Write an order letter to Apple to set up Mac Computers for your firm's administrators.

11. 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. Prepare a resume:

- a) For the post of 'Secretary to the CEO' with 4 years of experience in the field.

(Or)

- b) For the post of 'Manager' in a Logistics company of your choice.

