

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**B.Com. DEGREE EXAMINATION – HONOURS****FIRST SEMESTER – NOVEMBER 2022****UEL 1208 – ENGLISH FOR PROFESSIONAL SKILLS - I**

Date: 22-11-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A**Answer ALL the Questions**

1.	Answer the following Questions:	(5 x 1 = 5)	
a)	What is Downward communication?	K1	CO1
b)	Does one need to be formal and factual in technical communication?	K1	CO1
c)	State what is attention line in a business letter.	K1	CO1
d)	How many vowel sounds are there in the English Language?	K1	CO1
e)	Expand ERRQ	K1	CO1
2.	Fill in the Blanks	(5 x 1 = 5)	
a)	Education details in a Resume should come in order.	K1	CO1
b)	There are diphthongs.	K1	CO1
c)	The main purpose of a letter is to convey a	K1	CO1
d)	To open a new shop you need to have a Report.	K1	CO1
e)	A sender information in communication.	K1	CO1
3.	Match the Following:	(5 x 1 = 5)	
a)	Intelligence - /fə'tɒgrəfi/	K2	CO1
b)	Photograph - /'reprɪ'zɛntətɪv/	K2	CO1
c)	Individuality - /'fəʊtə'grɑ:f/	K2	CO1
d)	Photography - /ɪn'telɪdʒ(ə)ns/	K2	CO1
e)	Representative - /,ɪndɪ,vɪdʒu'æləti/	K2	CO1
4.	Say whether the following statements are TRUE or FALSE	(5 x 1 = 5)	
a)	Oral Communication demands immediate feedback.	K2	CO1
b)	Formal conversation need not be factual.	K2	CO1
c)	The purpose of Group Discussion is to generate new ideas for solving problems	K2	CO1
d)	All paragraphs need to have a topic sentence.	K2	CO1
e)	A good business letter should have Postscript.	K2	CO1

SECTION B**Answer any TWO of the following in 100 words****(2 x 10 = 20)**

5.	Sketch the characteristics of a Good Report.	K3	CO2
6.	Write a note on the process of communication.	K3	CO2
7.	Write a paragraph on the topic 'Traditional education vs Online teaching'.	K3	CO2
8.	If Group Discussion is a part of the selection process and elimination technique, explain the importance of Group Discussion and chart its characteristics and features.	K3	CO2

SECTION C**Answer any TWO of the following in 100 words****(2 x 10 = 20)**

9.	What is Communication? Give the importance of effective communication in business.	K4	CO3
10.	List the contents of a Formal Report.	K4	CO3
11.	You are a student researching a company for your business class presentation. Write a letter to the public relations director of the corporation/company you are researching, and ask for information about the company.	K4	CO3
12.	Discuss the strategies for good communication.	K4	CO3

SECTION D**Answer any ONE of the following in 250 words****(1 x 20 = 20)**

13.	Write all 44 English Phonemes with examples.	K5	CO4
14.	Explain the process of Listening and write an essay in detail stating the types, barriers, and strategies for effective listening.	K5	CO4

SECTION E**Answer any ONE of the following in 250 words****(1 x 20 = 20)**

15.	<p>Write the Precis Writing of the following passage. You need to write a Rough Draft as well as a Fair Draft and turn the entire passage into one third of its size without changing the meaning.</p> <p>How I Taught My Grandmother to Read is a short story written by Sudha Murthy who remembers one of her childhood experiences when her grandmother wanted to learn the Alphabet. The author was still young, and the story is about a time when there were no television serials or movies in India. The elders took interest in the stories and novels published in a popular Kannada magazine. One of the novels was Kaashi Yatra, written by Triveni. It was the grandmother's favourite novel, as she identified herself with the old woman in the novel. Like the old woman in the novel, the author's grandmother also dreamt of being educated. After being married at a young age and bearing children, the grandmother had to abandon her studies. Therefore, unable to read or write, she would ask the author to read the novel to her.</p> <p>Once, when the author had gone to a wedding, the magazine arrived but the grandmother could not read it as the author was away. When the author returned home, her grandmother requested her to become her guru and teach her to read. Grandmother explained to her little granddaughter about her long-forgotten love to learn reading and writing. The author agreed to teach her grandmother. In a few days, the grandmother could read the Alphabet.</p> <p>On the day of Durga Puja, she read the title of the book, Kaashi Yatra, on her own. The author gave her a copy of the book Kaashi Yatra and her grandmother touched her feet in respect; as she was a student touching the feet of her teacher. (260 words)</p>	K6	CO5
16.	Write an essay on the topic 'The importance of a teacher in the life of a student'.	K6	CO5
