



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – GENERAL ENGLISH

FIRST SEMESTER – APRIL 2024

UEL 1204 – GENERAL ENGLISH I - ADVANCED (COMMERCE)

Date: 17-04-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. Read the following passage and select the correct answer

The Man Booker Prize for Fiction is awarded every year for a novel written by a writer from the Commonwealth or the Republic of Ireland and it aims to represent the very best in contemporary fiction. The prize was originally called the Booker-McConnell Prize, which was the name of the company that sponsored it, though it was better-known as simply the 'Booker Prize'. In 2002, the Man Group became the sponsor and they chose the new name, keeping 'Booker'.

Publishers can submit books for consideration for the prize, but the judges can also ask for books to be submitted they think should be included. Firstly, the Advisory Committee give advice if there have been any changes to the rules for the prize and selects the people who will judge the books. The judging panel changes every year and usually a person is only a judge once.

Great efforts are made to ensure that the judging panel is balanced in terms of gender and professions within the industry, so that a writer, a critic, an editor, and an academic are chosen along with a well-known person from wider society. However, when the panel of judges has been finalized, they are left to make their own decisions without any further involvement or interference from the prize sponsor.

The Man Booker judges include critics, writers and academics to maintain the consistent quality of the prize and its influence is such that the winner will almost certainly see the sales increase considerably, in addition to the £50,000 that comes with the prize.

- a) The Man group
a) was forced to keep the name 'Booker'.
b) decided to include the name 'Booker'.
c) decided to keep the name 'Booker-McConnell'.
d) decided to use only the name 'Booker'
- b) Who advises on changes to the rules?
a) The sponsors
b) The judging panel
c) The advisory panel
d) Publishers
- c) The judging panel
a) doesn't include women.
b) includes only women.
c) is only chosen from representatives of the industry.
d) includes someone from outside the industry
- d) The sponsors of the prize
a) are involved in choosing the winner.
b) are involved in choosing the judges.
c) are not involved at all.
d) choose the academic for the panel of judges.

e)	The consistent quality of the prize a) is guaranteed by the prize money. b) is guaranteed by the gender of the judges. c) is guaranteed by the make-up of the panel of judges. d) is guaranteed by the increase in sales of the winner
2.	Choose the correct answer
a)	Letter, e-mail telephone are examples of— in the communication process. i) Message ii) Feedback iii) Channel iv) Encoding
b)	When we read research papers for specific detailed information we read slowly & with a lot of concentration, this is called— reading. i) Intensive ii) Extensive iii) Detailed iv) Short
c)	Reading is a — process. i) Encoding ii) Listening iii) Decoding iv) talking
d)	— is the person who notices and decodes and attaches some meaning to a message. i) Receiver ii) Driver iii) Sender iv) messenger
e)	The person who transmits the message is called the — i) Sender ii) Gives iii) Taker iv) Receiver
SECTION A - K2 (CO1)	
	Answer ALL the Questions (10 x 1 = 10)
3.	Match the following
a)	Stress - regular repeated pattern of movement or sound
b)	Rhythm - emphasis given to a certain word or syllable
c)	Intonation - the way a person speaks to someone
d)	Tone - rise and fall of a speaker's voice
e)	Phonetics - study and classification of speech sounds
4.	Answer the following
a)	Define intonation
b)	Define encoding
c)	Expand the term SQ3R
d)	Give two examples for transition words
e)	Define Coherence.
SECTION B - K3 (CO2)	
Answer any TWO of the following in 100 words each. (2 x 10 = 20)	
5.	Illustrate the important elements in paragraph writing.
6.	Explain the strategies to develop reading skill.
7.	Elaborate on the process of listening.
8.	Differentiate between Resume and Curriculum Vitae.
SECTION C – K4 (CO3)	
Answer any TWO of the following in 100 words each. (2 x 10 = 20)	
9.	Outline the process of communication.
10.	Illustrate the format of Resume writing with an example.
11.	Outline the elements of report writing and illustrate it with an example.
12.	Distinguish the stages in using ERRQ and SQ3R techniques.
SECTION D – K5 (CO4)	
Answer any ONE of the following in 250 words (1 x 20 = 20)	
13.	Analyse the importance of Technical Communication.
14.	Explain Group Discussion types and techniques.
SECTION E – K6 (CO5)	
Answer any ONE of the following in 250 words (1 x 20 = 20)	
15.	Write a short essay on the Importance of Artificial Intelligence for education and other sectors
16.	Attempt a short story titled "Unity in Diversity".

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