



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G DEGREE EXAMINATION – ALLIED REQUIRED

THIRD SEMESTER – APRIL 2024

UEL 3401 – ENGLISH FOR CORPORATE COMMUNICATION

Date: 24-04-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

Part A

I. Answer ALL the questions:

(10x2=20)

- 1) Mention any four prewriting techniques.
- 2) State any two principles of corporate communication.
- 3) What is a communication network? Give an example.
- 4) State any two principles of document design.
- 5) Explain “rewriting” in communication.
- 6) Define CSR in a few sentences.
- 7) Mention any four new media technologies useful for businesses today.
- 8) Define culture in simple terms.
- 9) What is Emotional Intelligence?
- 10) What is a chatbot

PART – B

II. Answer any four of the following questions:

(4x10= 40)

11. Critically comment on the barriers that impact flow of communication.
12. Discuss the tools of persuasion in communication, by also referring to ‘logos’, ‘ethos’ and ‘pathos’.
13. Write tag lines for all the following services and products,
a. sanitizer b. a travel website c. advertisement agency d. Social media marketing company
e. TV f. VR glasses g. Newspaper h. radio channel i. Fastfood restaurant
j. video conferencing app
14. Explain the process of communication with an emphasis on writing and rewriting
15. Explain the responsibilities of a Copyeditor, a Copywriter and a Content Writer.
16. Analyse the nature of advertising employed in e-commerce.
17. Discuss the intricacies of corporate communication
18. State the 7Cs of Communication.

PART – C

III. Answer any two of following questions:

(2x20=40)

19. Explain the AIDA principle and create your own advertisement for a new product that your company would like to launch soon.
20. Explain the construction of any professional document highlighting the following features:
a. Heading
b. Typography
c. Arrangement
d. Line Spacing
e. Colour
21. Elucidate the importance of practicing cyber ethics.
22. Discuss three social outreach ideas that you would like to implement as the CEO of a successful enterprise. How would this benefit your company as a part of its CSR initiatives?

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