



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – GENERAL ENGLISH

FOURTH SEMESTER – APRIL 2024

UEL 4206 – ESSENTIAL SKILLS FOR GROUP COMMUNICATION

Date: 10-04-2024

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. Answer the following

- a) Write the process of listening
- b) Define the tone of voice
- c) Recall the meaning of small talk
- d) Reproduce any two benefits of Group Discussion
- e) Define :Panel Discussion

2. MCQ

- a) Maintaining good eye contact during a conversation demonstrates ---
a) Disrespect b) Boredom c) Interest and attentiveness d) Nervousness
- b) ----- is the main goal of active listening
a) To quickly respond with your own thoughts and opinions b) To appear engaged and polite without truly understanding the speaker c) To fully understand the speaker's message, both verbal and nonverbal d) To judge and critique the speaker's message
- c) ----- is the best way to handle questions from the audience.
a) Ignore questions you don't know the answer to b) Answer all questions quickly, even if they are irrelevant c) Listen carefully, rephrase the question if needed, and answer clearly and concisely d) Be defensive and argue with the audience if they disagree with you
- d) ----- mode of Aristotle's persuasion uses facts, statistics, and evidence to support the argument?
a) Pathos b) Ethos c) Logos d) None of the above
- e) --- is the primary purpose of a welcome address
a) Introduce yourself and your role in the event b) Provide detailed information about the event agenda c) Set the tone and create a positive atmosphere for the audience. d) Deliver a lengthy speech filled with personal anecdotes

SECTION A - K2 (CO1)

Answer ALL the Questions
10)

(10 x 1 =

3. Answer the following

- a) Differentiate Hearing and Listening
- b) Rewrite any two obstacles to listening
- c) Write a short note on presentation Technique
- d) List any two skills assessed in Group Discussion
- e) Restate the meaning of Presentation

4. True or False

- a) Speaking loudly and clearly is always the best way to ensure you are understood.
- b) Avoiding conflict is always the best strategy in interpersonal communication.
- c) Knowing your audience is crucial for tailoring your message effectively.

d)	Pathos is the emotional appeal.
e)	Actively listening means staying completely silent throughout the conversation.
SECTION B - K3 (CO2)	
Answer any TWO of the following in 100 words each. (2 x 10 = 20)	
5.	How will you execute effective communication in Group Communication?
6.	Discuss the Five Canons of Rhetoric with examples.
7.	Prepare a list of common procedures for conducting a meeting
8.	Analyse the role of Interpersonal Skills at the workplace.
SECTION C – K4 (CO3)	
Answer any TWO of the following in 100 words each. (2 x 10 = 20)	
9.	Point out the Do's and Don'ts of Group Discussion
10.	Analyze a personal interaction from your own experience, where communication was successful or unsuccessful. Evaluate the factors that contributed to the outcome
11.	Differentiate Verbal and Non-verbal communication
12.	Choose any successful TV Advertisement and analyse the effectiveness of Aristotle's Three Modes of Persuasion employed in it. Specify the Brand, Product chosen along with the target audience.
SECTION D – K5 (CO4)	
Answer any ONE of the following in 250 words (1 x 20 = 20)	
13.	Evaluate the two types of Panel Discussion
14.	Imagine if you were asked to be an MC (Master of Ceremony) for an upcoming event, evaluate the steps you would take to develop your skills and confidence
SECTION E – K6 (CO5)	
Answer any ONE of the following in 250 words (1 x 20 = 20)	
15.	Prepare a presentation on the influence of social media on communication, relationships, mental health, and activism
16.	Draft a motivational speech for the XII Std School Students appearing for their Board Examinations

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