

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.A.DEGREE EXAMINATION –ENGLISH LITERATURE

SIXTH SEMESTER – APRIL 2018

EL 6603– ENGLISH FOR EFFECTIVE COMMUNICATION

Date: 10-05-2018

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

SECTION-A

I. Answer the following:

(10x2=20)

1. What are the non-verbal means of communication?
2. What are the different types of listening?
3. What are the different types of small group discussions?
4. Give two tips to conduct a good meeting.
5. What types of audio visual aids can be used for effective communication?
6. How does paralanguage influence communication?
7. What are the secrets of a successful interview?
8. What are intercultural non-verbal differences?
9. Name the cues in non-verbal language?
10. How to prepare for a presentation?

SECTION-B

II. Answer any FOUR of the following:

(4x10=40)

11. What is telephone etiquette and why is it given importance in business communication?
12. What is the difference between spoken and written communication?
13. Enumerate some positive body language techniques to be followed while addressing a crowd.
14. What points one should remember while interviewing a celebrity or VIP?
15. What does one need to do before attending an interview?

SECTION-C

III. Answer the following:

(2x20=40)

16a. How does education play a significant role in one's effective communication?

(OR)

b. What are the various components of non-verbal communication and how effective it is in communication?

17a. Actions speak Louder than words. How far is this statement true according to you?

(OR)

b. What are the advantages of interpersonal communication? Discuss the three different stages of interpersonal communication.
