

B. A. DEGREE (C.B.C.S.S) EXAMINATION, JANUARY 2019
(2016 Admission Supplementary)
SEMESTER V - CORE COURSE (ENGLISH LANGUAGE & LITERATURE)
EN5D01B - ENGLISH FOR CAREERS

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer all questions. Each question carries 1 mark **(6x1=6)**

1. What are the different forms of communication?
2. What are task building roles in a group discussion?
3. Mention three common errors in e mail communication.
4. What is horizontal communication?
5. What is non-verbal communication?
6. Who is an extrovert?

Part B

II. Answer any Seven questions. Each question carries 2 marks **(7x2=14)**

7. What is redundancy? Give two examples.
8. When do you use the period ?
9. Comment on non –verbal performance in an interview.
10. How can you build a strong vocabulary?
11. Mention certain interventionist strategies in a group discussion.
12. Mention any two patterns that may be used to present in the body of the presentation and explain the same.
13. What are the benefits of lateral communication?
14. Why is the Overhead Projector a good medium of presentation?
15. Comment on the role of group meetings in strengthening the team spirit.
16. What is active listening?

Part C

III. Answer any Five questions. Each question carries 6 marks **(5x6=30)**

17. What is the etiquette to be followed after an interview?
18. What do you understand by the term 'accuracy' in communication?
19. What do you mean by job objective? How will you create it?
20. Comment on 'stress' and 'intonation' in English.
21. What are the points to be remembered during communication?
22. What are the various aids that can be used during a presentation?
23. What are the rules of etiquette as related to business meetings?
24. How should one go about soliciting information via a business phone call? How should one handle difficult callers?

Part D

IV. Answer any Two questions. Each question carries 15 marks **(2x15=30)**

25. Comment on the use of syllables, stress and intonation in English.
26. What are the advantages of using aids during a presentation?
27. What are the characteristics of a team player and how can one evolve into a productive and co-operative team member?
28. What is Public Relations ? How does it contribute to the well being of an organization?