

TC241490D

Reg. No.....

Name:.....

DIPLOMA EXAMINATION, NOVEMBER 2024
(2024 Admission Regular)
SEMESTER I – COMMON COURSE
(Digital Marketing)
VDM1G01D23 - ENGLISH FOR COMMUNICATION - I

Time: 3 Hours

Maximum Marks: 60

PART A

I. Answer all questions. Each question carries 1 mark

A. Choose the correct answer from the bracket.

1. What is one way to improve active listening skills?
 - a. Focus on your next response while the speaker is talking.
 - b. Eliminate distractions and maintain an open mind.
 - c. Assume you already understand the speaker's point.
 - d. Listen for keywords only and ignore the rest.
2. What is a key characteristic of a successful role play activity?
 - a. Having multiple actors on a stage
 - b. Having realistic, relatable scenarios
 - c. Completing the activity as quickly as possible
 - d. Always sticking to a pre – written script
3. Which IPA symbol represents the long vowel sound as in "beat"?
 - a) /i:/
 - b) /ɪ/
 - c) /eɪ/
 - d) /aɪ/
4. Identify the object in this active sentence: "She writes a poem."
 - a) She
 - b) Poem
 - c) Writes
 - d) Active
5. The core of a syllable is usually:
 - a) consonant
 - b) vowel
 - c) diphthong
 - d) A glide

B. Match the following idioms with their appropriate meanings:

6. Take a rain check	to agree with someone or something
7. Hit the sack	to tell people secret information
8. On cloud nine	used to tell someone that you cannot accept an invitation now, but would like to do so at a later time
9. Be on the same page	to be extremely happy and excited
10. Spills the beans	to go to bed in order to sleep

C. Answer the following statement as True or False

11. Concord refers to the agreement between the subject and the verb in a sentence.
12. Collective nouns always take plural verbs.
13. Titles of books, movies, or organizations take singular verbs.
14. Compound subjects joined by "and" always take a plural verb.
15. English sentences can remain unclear or ambiguous if proper grammatical concord is not maintained.

D. Provide one - word response to the given questions

16. State the expansion of I.P.A.
17. What communication skill involves focusing your attention on the speaker, understanding their message, and responding thoughtfully?
18. What is the plural form of "passer-by"?
19. What is the variation in pitch used to convey meaning in speech?
20. Which part of speech is the word "they" in the sentence "They are playing soccer"?

PART B

(20×1=20)

II. Answer any five of the following questions in one or two sentences. Each question carries 2 marks.

21. What is a syllable? List out the various types with examples.
22. What is the relevance of learning phonetics?
23. What is word stress?
24. Change the degrees of Comparison as directed without changing the meaning:
 - The wild-apple is the sourest of all fruits (Change to positive)
 - Chennai is bigger than most other Indian cities. (Change to superlative)
25. Give any two phrases to greet your childhood friend you are meeting after a very long time.
26. Mark the intonation in the following sentences:
 - The students are visiting museums, zoological gardens, monuments, theatres and schools.
 - The musical concert was amazing.
27. List out any two telephone manners.

(5×2=10)

PART C

III. Answer any four of the following questions in half a page. Each question carries 5 marks.

28. Write a short note on Intonation.
29. Differentiate between sentence, clause and phrase with examples.
30. Navaneeth and Nirmal are discussing their career plans. Nirmal wants to start a business, but Navaneeth does not support the idea. Write the conversation with at least five exchanges.
31. Mention the different features of Spoken Communication.
32. Assume that your best friend agreed to fund your college trip to Bangalore. You are greatly obliged to your friend for the timely help rendered by him/ her. You wish to express your heartfelt gratitude to her/him. Prepare a conversation for the situation.
33. Elaborate on the various types of nouns with examples.

(4×5=20)

PART D

IV. Answer any one of the given questions. The question carries 10 marks.

34. Attempt an essay on English speech sounds and their phonetic classification as vowels, consonants and diphthongs.
35. Outline the strategies and steps that contribute to writing a clear and impactful paragraph.

(1×10=10)