

S.No.1172

12UENS06

(For the candidates admitted from 2012-2013 onwards)

B.A. DEGREE EXAMINATION, NOVEMBER 2017.

Fourth Semester

English Literature

COMMUNICATION FOR PLACEMENT

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer the following questions in one or two sentences.

1. Define Communication.
2. Define posture.
3. What is meant by interview?
4. Define model.
5. Explain topic sentence.
6. What is meant by solicited proposal?

7. What is meant by business letter?
8. Define agenda.
9. What is meant by surface graph?
10. Define profession.

PART B — (5 × 5 = 25 marks)

Answer the following questions in about 100 words.

11. (a) List out the barriers to communication.
Or
(b) Write a paragraph on the role of communication in an organization.
12. (a) What is the purpose of group discussion?
Or
(b) Write a paragraph on over head projector and its uses.
13. (a) Give some tips for preparing a proposal.
Or
(b) How should the length of the paragraph be?

14. (a) Comment on the style of a sales letter.
Or
(b) Write a set of instructions for operating an electrical appliance used at your home.
15. (a) List out the uses of graphic aids.
Or
(b) Comment on the languages used in the advertisement.

PART C — (3 × 10 = 30 marks)

Answer any THREE from the following in about 200 words.

16. Explain the process of communication.
17. Discuss the ways of organising a group discussion.
18. Bring out the importance of professional writing.
19. Give some tips to write a successful letter.
20. Write an essay on the different types of charts and their uses.