

Code No:SS7234

Reg. No.....

Sub Code: KEHE21/PEHE21

M.A. (CBCS) DEGREE SPECIAL SUPPLEMENTARY EXAMINATION, APRIL 2020

SECOND SEMESTER

ENGLISH

ELECTIVE - COMMUNICATIVE ENGLISH

(For those who joined in July 2016 and afterwards)

Time: Three hours

Maximum : 75 marks

Part A - (10X1=10 marks)

Answer ALL the questions, Choose the correct answer

1. Latin word 'Communicare' means _____.
a) to share b) to divide c) to merge d) to pass
2. _____ is one of the essential skills for effective communication.
a) language b) word power c) body language d) speaking
3. The average duration of most GDs is _____ minutes.
a) 5 b) 10 c) 15 d) 20
4. Interviews always involve _____ conversation.
a) spoken b) speech c) speak d) speechless
5. Curriculum Vitae is a _____ expression.
a) Greek b) Latin c) French d) German
6. e-advertising is also called _____ advertising.
a) off-load b) on looking c) offline d) online
7. The general purpose of any speech is to _____ an audience
a) instigate b) infuriate c) befool d) inform
8. Body language is a type of a _____ communication.
a) verbal b) non verbal c) written d) oral.
9. An evaluative argument makes a _____ on the performance of a particular item.
a) judgement b) ruling c) finding d) holding
10. There are _____ types of feedback.
a) two b) three c) four d) five

PART B-(5x5=25 Marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. a. What are the major objectives of Communication?

Or

b. What is effective Communication?

12. a. Bring out the characteristics of GD

Or

b. How do you introduce yourself in an interview?

13. a. What is e-Communication?

Or

b. Comment on the uses of video conferencing.

14. a. Write note on 'gestures'

Or

b. Explain the basic purposes of a speech.

15. a. What are the guidelines for giving feedback?

Or

b. How do you conduct an analysis?

PART C – (5x8=40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. a. Discuss the need and importance of communication.

Or

b. Effective Communication is a part and parcel of any successful organization- Illustrate.

17. a. Attempt a group discussion for the following topic:

Whatsapp, Facebook and Instagram are killing creativity.

Or

b. Write an imaginary interview between a journalist and a politician

18. a. Bring out the advantages and disadvantages of e-communication.

Or

b. Write a CV for applying for the post of Assistant Professor in English.

19. a. Prepare a speech on "Are Paper books better than e-books"? to be delivered on the occasion of your college day function.

Or

b. Examine the importance of body language in Communication.

20. a. Discuss the importance of feedback in communication.

Or

b. What are the common guidelines for evaluating an argument?