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**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_\_

**End Semester Examination – Nov/Dec - 2016**

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|  |  | **Semester :** | **2016-17 ODD** |
| **Code :** | **10EN 203** | **Duration :** | **3 hrs** |
| **Sub. Name :** | **ADVANCED ENGLISH** | **Max. marks :** | **100** |

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| **Q. No.** | **Questions** | | | **Marks** |
| **PART-A(10X1=10 MARKS)** | | | | |
| 1. | | What is named as noise in Communication? | | (1) |
| 2. | | What type of communication barrier the selective perception is? | | (1) |
| 3. | | What is meant by visible code? | | (1) |
| 4. | | What approach is to be followed to share good news? | | (1) |
| 5. | | Name the technique that is used to weed out the unsuitable candidates. | | (1) |
| 6. | | What is the technique used to gather information from small group interpersonal communication? | | (1) |
| 7. | | What is the tone of a sales letter? | | (1) |
| 8. | | Name the business letter that gets you the information about a product. | | (1) |
| 9. | | Name the official record of a business transaction in a meeting. | | (1) |
| 10. | | What is described as the workhorse of business communication? | | (1) |
| **PART B(5 X 3= 15 MARKS)** | | | | |
| 11. | Write a short note on the process of communication. | | | (3) |
| 12. | What are the three distinct parts of Oral Presentation? | | | (3) |
| 13. | Enumerate the three significances of brevity in telephonic conversation? | | | (3) |
| 14. | Briefly explain the educative copy of advertisement. | | | (3) |
| 15. | Write three etiquettes of email writing. | | | (3) |
| **PART C(5 X 15= 75 MARKS)** | | | | |
| 16. | | a. | Explain the role of language in communication. | (5) |
| b. | What is meant by communication barrier? Explain any 10 barriers with examples | (10) |
| (OR) | | | | |
| 17. | | a. | Give the comparison of Oral and Written communication. | (10) |
| b. | Write the importance of error analysis in English Grammar | (5) |
| 18. | |  | Explain the techniques of effective Non Verbal Communication. | (15) |
| (OR) | | | | |
| 19. | |  | What are the components of body language? Explain them elaborately. | (15) |
| 20. | | a. | Explain the role of English in interviews. | (7) |
| b. | Explain the different types of interview questions. | (8) |
| (OR) | | | | |
| 21. | | a. | Explain the different types of interviews. | (10) |
| b. | What are the tips for interviewee’s preparation? | (5) |
| 22. | | a. | How to make an ad attractive? | (7) |
| b. | Explain the main objectives & functions of a sales letter. | (8) |
| (OR) | | | | |
| 23. | | a. | What are the characteristics of a good advertisement? | (7) |
| b. | You work in a company which requires a good number of furniture for its office usage. **Write a letter of enquiry** to a well known furniture mall asking for quotation. | (8) |
| 24. | | a. | Your company has won a large export order. You, as a training manager, have been asked to organize foreign language training for some of your staff. **Write an email** to staff explaining why the courses are necessary; saying which members ought to attend; announcing when the courses will start. | (10) |
| b. | Explain the two functional categories of report writing | (5) |
| (OR) | | | | |
| 25. | | a. | Write a short proposal to get the short term grant from the university for your mini project. | (7) |
| b. | Write your resume with cover letter for the following advertisement: We require 5 technical assistants to work in the Computer Lab. Applications are invited from the qualified and experienced candidates for the post. Send your applications to: The managing Director, CS Academic Laboratories, RS Puram, Coimbatore-13. | (8) |

ALL THE BEST