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

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**End Semester Examination – Nov/Dec – 2018**

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| **Code :** | **17EN2002** | **Duration :** | **3hrs** |
| **Sub. Name :** | **PROFESSIONAL ENGLISH** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Elaborate the various stages of communication and its importance for a successful communication | CO6 | 10 |
| b. | Illustrate different types of communication, its significance in business world | CO2 | 10 |
| (OR) | | | | |
| 2. | a. | Discuss the general guidelines to overcome communication barriers | CO6 | 10 |
| b. | Correct the following sentences:   1. For converting a decimal number to binary two common methods are common 2. Engineers could have personal computers or engineering workstations on their desks and could be using available programmes to design and test circuits 3. The advent of a plethora new tools to create web pages are the cause for the advances in web technology. 4. The news are at 6.30 p.m. in the evening and is again repeated at 6 a.m 5. The prime minister as well as his ministers are busy in campaigning for coming elections 6. My greatest strengths is my ability to working under pressure. Whatever may be the circumstances, I am always completing my projects on time. Last month the director of my company had asked me to prepare the Annual Sales Report of our division of the company. We had been to submit the report to the headquarters in a period of three days. I prepared the report in a record time of two days. | CO1 | 10 |
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| 3. | a. | Explain some of the non-verbal cues and its role in effective communication. | CO3 | 10 |
| b. | How do kinesics enhance the impact of your verbal communication. Explain with examples. | CO3 | 10 |
| (OR) | | | | |
| 4. | a. | Proxemics play a prominent role in communication- Justify. | CO2 | 10 |
| b. | Explain the roles of postures and gestures in an effective non verbal communication. | CO2 | 10 |
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| 5. | a. | Discuss any four prepatory steps for an interview. | CO4 | 4 |
| b. | Illustrate the following types of interviews:   1. Persuasive Interview 2. Counselling Interview 3. Exit Interviews 4. Evaluation Interview | CO4 | 16 |
| (OR) | | | | |
| 6. | a. | Researching the employer allows you to play an active role in an interview- substantiate. | CO4 | 8 |
| b. | Here are some possible questions that may be asked in an interview. Provide your answers with reasons:   1. What is your ideal organization? 2. What is the salary range that you expect? 3. What is your biggest achievement/failure in life? 4. Are you a quick learner? Give an example | CO6 | 12 |
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| 7. | a. | Write to a bank inquiring about procedures to open a Savings Bank or Fixed Deposit Account | CO5 | 10 |
| b. | Draft a job application letter in response to the following advertisement:  Healthy Foods Ltd, a fast-growing manufacturer in the food-processing industry, has openings in its training program. Only highly motivated, dynamic, and result-oriented people with excellent communication skills need apply. Opportunities for advancement to management positions based on performance. Applicants must demonstrate a professional image and possess skills in working with people. Computer literacy required. Apply to Personnel Manager, P.O. Box 520, Bangalore. | CO5 | 10 |
| (OR) | | | | |
| 8. | a. | Assume that you are the Marketing Manager for a professional hockey team. At present, you are concerned about season-ticket sales for the coming season. They are well below sales for previous years and hence you plan to do something about it.  Draft a sales letter to those 500 people who have bought season ticket last year but did not this year. | CO5 | 10 |
| b. | Write an office circular impressing upon employees the need to minimize the use of water and power during summer. | CO5 | 10 |
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|  | | **Compulsory**: |  |  |
| 9. | a. | Write the company that has insured your house against fire, claiming compensation for the damages caused by the recent fire. | CO5 | 10 |
| b. | Write to an overseas company about the supply of leather goods to your firm as part of export-import trade | CO5 | 10 |