

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.A.DEGREE EXAMINATION –ENGLISH LITERATURE

SIXTH SEMESTER – APRIL 2018

EL 6608– ENGLISH FOR EFFECTIVE COMMUNICATION

Date: 19-04-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART-A

Answer ALL the questions:

(10x2=20)

1. What should be the primary goal of communication?
2. Suggest any two ideas to send information effectively.
3. Why should one use concrete words instead of abstract ones?
4. What is *Cliché*?
5. Is Facial expression important for a speaker? Why/Why not?
6. Define Tone.
7. Is Submissive listening good? Why/why not?
8. Comment on Communication barriers.
9. How will you prepare for an interview?
10. What is the broad purpose of any meeting?

PART-B

Answer any FOUR of the following

(4x10=40)

11. Describe the process of human communication.
12. What are the basic criteria to form a good sentence?
13. How can Non-verbal skills be developed?
14. Trace the importance of good listening.
15. Comment on the various aspects of Group Discussion.

PART-C

Answer the following in about 300 words each:

(2x20=40)

16. What are the ways to bring out the best style of one's English?

OR

Elaborate on various types of listening.

17. How will you moderate a group discussion on the topic *Humanity and Hatred*?

OR

Give an account of Telephone etiquette.
