

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**



**B.A. DEGREE EXAMINATION – ENGLISH**

**SIXTH SEMESTER – APRIL 2022**

**16/17/18UEL6MS01 – ENGLISH FOR EFFECTIVE COMMUNICATION**

Date: 24-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**PART – A**

**Q. Answer any FOUR questions in 100 words each: (4x 5 = 20 Marks)**

**No**

- 1 What are the deterrents to the listening process ?
- 2 Share some tips for improving non verbal skills.
- 3 Explain the importance of visual cues like eye contact, facial expression and gestures during an oral communication.
- 4 Define the following terms:  
a) Slang b) verbosity c) cliches d) ambiguity e) jargon
- 5 Comment on the features of language which have to be kept in mind while communicating.
- 6 State the difference between listening and hearing.

**PART – B**

**Answer any FOUR questions IN 200 words each: (4 x 10 = 40 Marks)**

- 7 Explain the different types of listening.
- 8 Comment on the barriers which one can face during an oral communication.
- 9 List the goals of communication and describe the process of communication.
- 10 What is group discussion ? Elucidate the strategies to be kept in mind during a group discussion .
- 11 Write about the effective guidelines which should be followed while preparing for an interview.

**PART – C**

**Answer any TWO of the questions in 300 words each: (2 x 20 = 40 Marks)**

- 12 Write about the importance of non-verbal language and audience psychology in determining the effectiveness of oral communication.
- 13 Draft a speech on “ Pros and Cons of Online Teaching”.

- 14
- a) Throw light on the etiquettes to be kept in mind while having a telephonic conversation.
  - b) Draft a telephonic conversation between you and the hotel manager regarding a room reservation. (10 exchanges)

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