LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

THIRD SEMESTER – APRIL 2022

U.G. DEGREE EXAMINATION – ALLIED OPTIONAL

UEL 3401 – ENGLISH FOR CORPORATE COMMUNICATION

Date: 22-06-2022 Dept. No. Max.: 100 Marks Time: 01:00 PM - 04:00 PM Part A I.Answer any FOUR in about 100 words each: (4x5=20 marks)1. List the 7C's of communication and explain any two. 2. Elaborate on the benefits and drawbacks in Video Conferencing. 3. Enumerate the dos and don'ts with regard to Cyber Ethics 4. Define SEO. Bring the importance of using SEO. 5. State the differences between a brochure and pamphlet. 6. Describe the linguistic techniques used in advertisements. Part B **II.Answer any FOUR in about 200 words:** $(4 \times 10 = 40 \text{ marks})$ 7. Explain AIDA principle.

8. Discuss the applications of blockchain technology in modern communication.

9. Differentiate between content writing and copywriting.

10. Elaborate on the ways to identify fake news on the internet.

11. Draft a resume for the post of communication analyst in XYZ Solutions.

12. List the points to be kept in mind while rewriting a document.

Part C

III.Answer in detail any 2 of the following in about 350 words each:

13. Design a brochure on Pet animals.

14. What are the key factors to be focused in social media marketing? Explain with examples.

15. Elaborate on Pre-writing Techniques with illustrations.

16. Analyse the ad using the AIDA principle.



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 $(2x\ 20 = 40\ marks)$