

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2020

English

ENG 3C 03 AND ENG 4C 04—ENGLISH FOR COMMUNICATION III AND IV—
BUSINESS COMMUNICATION AND ACADEMIC WRITING

Time : Three Hours

Maximum : 80 Marks

Part I

Time : One Hour and a Half

Maximum : 40 Marks

I. Objective Type Questions. Answer *all* questions. Each question carries $\frac{1}{2}$ mark :

1 The process of communication is initiated by :

- (a) The decoder. (b) The listener.
(c) The receiver. (d) The encoder.

2 Communication involves sending, receiving and _____ messages.

- (a) Involving. (b) Interpreting.
(c) Processing. (d) Exchanging.

3 The grapevine is _____.

- (a) A rumour mill. (b) Downward communication.
(c) Horizontal communication. (d) Formal communication.

4 _____ is the fastest and cheapest means of providing, exchanging and compiling information.

- (a) Snail mail. (b) Internet.
(c) Courier. (d) Telegram.

5 E-mail boxes getting overloaded with unsolicited messages is known as _____.

- (a) Spamming. (b) Thethering.
(c) Fishing. (d) Customising.

6 A resume _____.

- (a) Gets you a job.
- (b) Contains all the facts about you that you want the employer to know.
- (c) Gives credibility to the claims made by you in the covering letter.
- (d) Is never accompanied by a covering letter.

(6 × ½ = 3 marks)

II. Very Short Answer Questions. Answer any *five* questions. Each question carries 2 marks :

- 7 Why is communication said to be an ongoing process ?
- 8 What is meant by Encoding ?
- 9 What are the two broad categories of communication ?
- 10 Explain Diagonal communication.
- 11 What is a solicited application letter ?
- 12 Define Interview.

(5 × 2 = 10 marks)

III. Short Essay Questions. Answer any *three* questions. Each question carries 5 marks :

- 13 What are the limitations of communication ?
- 14 Explain the limitations of grapevine communication ?
- 15 What are the features that make computer technology inevitable in the business world ?
- 16 What are the major reasons that make candidates fail in Job interviews ?

(3 × 5 = 15 marks)

IV. Essay Question. Answer any *one* question. The question carries 12 marks :

- 17 Discuss the various characteristics of Business Communication.
- 18 Elaborate the impact of technology and its influence on communication ?

(1 × 12 = 12 marks)

Part II (ENG 4C 04 - English for Communication IV - Academic Writing)

Time : One Hour and a Half

Maximum : 40 Marks

I. Answer *all* questions (Each question carries ½ mark) :

19 The main point of the essay in a single sentence :

- (a) Paragraph.
- (b) Introduction.
- (c) Thesis statement.
- (d) Quotation.

- 20 Which of the following is associated with the Transition signals for Time ?
- (a) Earlier. (b) Following this.
(c) Previously. (d) All of these.
- 21 What comes last in the order of a business letter ?
- (a) Salutation. (b) Signature line.
(c) Complementary close. (d) Subject line.
- 22 A report should be :
- (a) Accurate. (b) Brief.
(c) Complete. (d) All of these.
- 23 What are the three parts of a paragraph ?
- (a) Thesis statement, Introductory statement, Body.
(b) Body, Thesis, Conclusion.
(c) Topic Sentence, Body, Closing Sentence.
(d) Introduction, Body, Thesis.
- 24 Deemed, as per, and in accordance with are examples of :
- (a) Bureaucratic language. (b) Metaphors.
(c) Misleading word. (d) Redundant words.

(6 × ½ = 3 marks)

II. Very Short Answer Questions. Answer any *five* questions. Each question carries 2 marks :

- 25 What is spatial order ?
- 26 What is Bureaucratic language ?
- 27 What is meant by plagiarism ?
- 28 What is meant by exemplification ?
- 29 What is Documentation Report ?
- 30 What is a thesis statement ?

(5 × 2 = 10 marks)

Turn over

III. Short Essay Questions. Answer any *three* questions. Each question carries 5 marks :

- 31 Summarising.
- 32 Components of a presentation.
- 33 Sections of an Academic text.
- 34 References.

(3 × 5 = 15 marks)

IV. Essay Question. Answer any *one* question. The question carries 12 marks :

- 35 Elaborate on the main steps involved in the writing process.
- 36 What is a presentation ? What is its purpose and what are its various components ?

(1 × 12 = 12 marks)