

24U237

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Name :

Reg. No :

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2025

(FYUGP)

CC24UFEN2VN102 - PROFESSIONAL ENGLISH FOR CAREER DEVELOPMENT

(Functional English - Vocational Minor Course)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. Examine what are the potential consequences of using inaccurate or irrelevant information in business writing? [Level:4] [CO1]
2. Define what are the potential consequences of using technical jargon in business writing? [Level:1] [CO4]
3. What strategies can you use to ensure that your professional email is concise, clear, and free of unnecessary information? [Level:1] [CO4]
4. How can you effectively use visual aids such as PowerPoint, whiteboards, and flip charts to support your message and engage your audience? [Level:1] [CO1]
5. What strategies can managers use to turn difficult conversations into opportunities for employee growth and performance improvement? [Level:1] [CO4]
6. Explain the importance of researching the company and the interviewer before an interview. [Level:2] [CO1]
7. Explain the difference between passive and active listening. [Level:2] [CO2, CO4]
8. How can you identify and overcome potential cultural barriers in professional networking situations? [Level:4] [CO3]
9. How does informational interviewing contribute to the job search process? [Level:2] [CO1]
10. A company wants to increase employee engagement. Apply the SCAMPER technique to generate at least two innovative solutions. [Level:3] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

Answer **all** questions. Each question carries 6 marks.

11. Why is it important to consider the audience and the purpose of the presentation when choosing visual aids, and how can this impact the effectiveness of the presentation? [Level:1] [CO4]
12. How can you apply the principles of writing a business proposal to create a persuasive and effective proposal that addresses the client's needs and showcases your qualifications? [Level:1] [CO1]
13. Why is it important for managers to approach difficult conversations with empathy and objectivity, and how can this impact the outcome of the conversation? [Level:1] [CO4]
14. What are the key differences between negotiation and persuasion, and how do the strategies and tactics used in each approach differ? [Level:1] [CO4]
15. Explain how the use of appropriate vocal variety, such as pitch, pace, and volume, contributes to effective communication and audience engagement in spoken presentations. [Level:2] [CO4]
16. Evaluate the effectiveness of different presentation technologies, such as PowerPoint, Prezi, and video presentations, in enhancing audience understanding and engagement in a professional setting. [Level:5] [CO4]
17. Describe a specific scenario where you would apply the principles of the 70-20-10 model of learning to develop a new skill or advance your career, outlining the specific activities you would undertake within each category. [Level:3] [CO1, CO2]
18. Critically analyze the role of authenticity and transparency in building a sustainable and credible personal brand in the digital age, considering the potential impact of social media, online reviews, and public perception. [Level:4] [CO1]

(Ceiling: 36 Marks)

Part C (Essay questions)

Answer any **one** question. The question carries 10 marks.

19. Analyze the impact of cultural differences on verbal communication, considering factors such as communication styles, nonverbal cues, and the potential for misunderstandings in intercultural interactions. [Level:4] [CO3]
20. Evaluate the long-term impact of continuous professional development on an individual's career trajectory, considering its role in maintaining employability, adapting to changing job market demands, and achieving career goals. [Level:5] [CO1]

(1 × 10 = 10 Marks)
