

18U588

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Name:

Reg. No.....

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS-UG)

(Regular/Supplementary/Improvement)

CC15U ENG5 D03 - APPLIED LANGUAGE SKILLS

(English Literature - open Course)

(2015 Admission onwards)

Time: Two Hours

Maximum: 40 Marks

I. Answer *all* the following questions:

1. Which of the following is a barrier to effective communication?
 - a) Use of jargon
 - b) Taboos
 - c) Physical disability
 - d) All of these
2. Ordinary statements take a _____ tone.
 - a) Falling
 - b) Rising
 - c) Fall-rise
 - d) Rise-fall
3. He went to _____ church to meet his friend.
 - a) any
 - b) an
 - c) a
 - d) the
4. What does the word thesaurus mean?
 - a) an encyclopedia
 - b) a collection of books
 - c) a storehouse of items
 - d) an anthology
5. CALL is a _____.
 - a) language skill
 - b) teaching-learning approach
 - c) search engine
 - d) computer language
6. The sound [z] occurs in the word _____.
 - a) rice
 - b) yes
 - c) rose
 - d) song

(6 x ½ = 3 Marks)

II. Answer any *five* of the following questions in two or three sentences:

7. Differentiate between verbal and non-verbal communication.
8. What is collocation in grammar?
9. Write two example sentences for making polite requests.
10. What is blogging?
11. Distinguish between Intensive and Extensive Reading.
12. What should be the component parts of a good resume?

(5 x 2 = 10 Marks)

III. Answer any *three* of the following questions in a paragraph of 100 words each:

13. Explain productive and receptive language skills.
14. Write a review of any book that you have read recently.
15. Importance of electronic resources on language learning.
16. Conversation between a librarian and a student about the facilities available in the college library. (At least ten exchanges)

(3 x 5 = 15 Marks)

IV. Answer any *one* of the following essays in 250 words:

17. What are the different barriers in effective communication? How can you successfully overcome such barriers?
18. Hindustan Automobiles Private Limited is looking for marketing executives in their newly opened showroom in Chennai. Imagine you possess the required qualification and experience. Draft a cover letter and prepare a CV to apply for the same.

(1 x 12 = 12 Marks)
