



Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)
Re-accredited with A++ Grade by NAAC. Recognized by UGC under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment I- August 2025

Semester I

Class: I UG
Major: All Majors

Time: 2 hours
Max. Marks: 60

23BAEEEC1 English for Communication

Course outcomes:

1. Apply the skills and strategies of a successful listener
2. Write with clarity, accuracy, and relevance for various purposes
3. Use language appropriately to suit formal and informal contexts
4. Differentiate between ways of reading
5. Use effective communication skills essential for academic and professional context

Part A

Choose the correct answer (6x1 = 6 Marks)

1. _____ is the key quality of an active listener. CO1K1
a. Speaking clearly b. Interrupting often c. Giving full attention to the speaker
d. Daydreaming during the conversation
2. _____ of the following is not a part of listening comprehension. CO1K1
a. Understanding the speaker's words b. Guessing without listening
c. Interpreting meaning d. Responding correctly
3. _____ is the best way to begin a professional phone call. CO1K1
a. Hello, who is this? b. What do you want?
c. Good morning, this is SS from XYZ Company. d. Wait, I'm busy now.
4. _____ is important in context-based conversation. CO1K1
a. Speaking without listening b. Using slang in all situations
c. Understanding the situation and responding properly d. Talking only about yourself
5. _____ is a benefit of silent reading. CO1K1
a. Helps others understand your reading b. Improves writing speed
c. Improves reading speed and comprehension d. Makes your voice louder
6. _____ helps improve pronunciation. CO1K1
a. Silent reading b. Reading signs c. Loud reading d. Skimming

Part B

Answer ALL Questions

Each answer should not exceed 400 words or two pages (3x6=18 Marks)

7. a. What are the main differences between listening and speaking skills? CO1K2
(or)
7. b. Write a short note on barriers to effective listening. CO1K2

8. a. Write a short note on telephone etiquette. Give examples. CO3K2
(or)
8. b. What are the key elements of a good self-introduction? CO3K2
9. a. Write a short note on the importance of reading. CO4K2
(or)
9. b. What are the advantages of learning new words through reading? CO4K3

Part C

Answer ALL Questions

Each answer should not exceed 800 words or four page (3x12=36 Marks)

10. a. Explain the importance of listening comprehension and the role of an active listener in effective communication. CO1K3
(or)
10. b. Explain the types of listening with suitable examples. CO1K3
11. a. Describe common mistakes people make during phone conversations and how to avoid them. CO3K3
(or)
11. b. Explain the qualities of an effective speaker in a conversation. CO5K3
12. a. Explain the types of reading and how each method helps improve language skills. CO4K2
(or)
12. b. Explain the difference between reading for general understanding and reading for specific information with examples. CO4K3

No. of Copies: Campus One: 850

No. of Copies: Campus Two: 180

850 + 180