

**Avinashilingam Institute for Home Science and Higher Education for Women
Coimbatore-641 043
Bachelor's Degree Examination – November 2017
I/III Semester**

Class : II UG
Major: All Majors & I UG B.Com, B.Com CA
B.Com PA, BBA (Tourism)

Time: 3 hours
Max. Marks: 100

**11/15BLE003 English Language for Communication – I
Part-A**

10 x 1=10

Choose the correct answer

1. _____ is a Physiological act.
a. Hearing b. Listening c. Reading d. Writing.
2. _____ is also a part of effective listening.
a. Action b. Dancing c. Singing d. Playing.
3. _____ is a spoken language used to allow people to interact with each other.
a. Transactional b. Interactional c. Actional d. Transaction.
4. Spoken language differs from _____ language.
a. Written b. Verbal c. Non verbal d. Effective.
5. Good Language Learners pay attention to _____.
a. Honesty b. Truth c. Meaning d. Value.
6. Language is used to maintain and convey culture and _____.
a. Culture ties b. Efficiency c. Communication d. Psychology.
7. A _____ is an established procedure or set of specific behaviors and utterances.
a. Informal b. Formality c. Language d. Writing.
8. An academic question should answer a _____ or a task.
a. Answer b. Question c. Tag d. Doubt.
9. A _____ system is any conventional method of visually representing verbal communication.
a. Verbal b. Non verbal c. Linear d. Writing.
10. _____ expressions used in comparison.
a. Traditional b. Transitional c. Linear d. Non- Linear.

Part B

5 X 6=30

Answer the following

Answer should not exceed 400 words or two pages

11. a. Write a paragraph on effective ways of improving listening skills.
(or)
b. What are the characteristics of effective listening?
12. a. Write short notes on Structure of Conversation.
(or)
b. Define Turn taking.
13. a. What are the four essential elements of Paragraph Writing?
(or)
b. How to write a simple dialogue?
14. a. Write short notes on five ways of Reading.
(or)
b. What does a good essay need?
15. a. Write short notes on Compare and Contrast Paragraph?
(or)
b. How to prepare a Text?

