



**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. Recognised by UGC Under Section 12B  
Coimbatore - 641 043, Tamil Nadu, India

**Bachelor's Degree Examination – July 2020**  
**1V Semester**

**Class : II UG**  
**Major : All Majors**

**Time : 3 Hours**  
**Max. Marks: 100**

**18BLE004 – English Language for Communication -IV**

**Part-A**

**10×1=10**

**Choose the Correct Answer**

- \_\_\_\_\_ communication includes tone of voice, body language and facial expressions etc.  
a. letter  
b. notice  
c. verbal  
d. non-verbal
- Which of these types of listening is followed by skilled listeners?  
a. Focused listening  
b. Evaluative listening  
c. Attentive listening  
d. Empathetic listening
- Environmental barriers are the same as \_\_\_\_\_ noise.  
a. Sociological  
b. Physical  
c. Psychological  
d. Physiological
- Letter, E-mail and telephone are examples of  
a. Message  
b. Feedback  
c. Channel  
d. Encoding
- Reading is a \_\_\_\_\_ process.  
a. Encoding  
b. Decoding  
c. Listening  
d. Talking
- Evaluating listening is also called \_\_\_\_\_.  
a. Therapeutic  
b. Evaluating  
c. Dialogic  
d. Empathetic
- The person who makes a call is referred to as \_\_\_\_\_.  
a. Receiver  
b. Caller  
c. Speaker  
d. Writer
- Expressions like 'hi and hello' are used in \_\_\_\_\_ contexts with friends and equals.  
a. Formal  
b. Informal  
c. Order  
d. enquiry
- \_\_\_\_\_ is an expression of joy in the success or good Fortune of another.  
a. Congratulations  
b. blame  
c. plaudits  
d. liability
- \_\_\_\_\_ is the commonest form of written communication.  
a. Article writing  
b. Story Writing  
c. Letter writing  
d. Circular

**Part B**

**5 x 6 = 30**

**Answer ALL questions**

**Each answer should not exceed 400 words or two pages**

11. a. Explain content and mindset with reference to barriers to listening.  
(or)
11. b. List out the types of listening.
12. a. Analyze the predominant features of Group Discussion.  
(or)
12. b. Give some important suggestions to improve speaking skills.
13. a. Write a note on the techniques to improve reading skills.  
(or)
13. b. Explain the difference between skimming and scanning.
14. a. Evaluate the characteristics of good writing.  
(or)
14. b. Give the difference between oral and written self-training.
15. a. Discuss the methods to enhance writing skill.  
(or)
15. b. List out the main aims of developing writing skills.

**Part C**

**5 x 12 = 60**

**Answer ALL questions**

**Each answer should not exceed 800 words or four pages**

16. a. "Poor listening habits results in poor communication" - Discuss.  
(or)
16. b. What is listening? Explain active versus passive listening with example?
17. a. Explain the difference between Extempore speech and a Lecture.  
(or)
17. b. Bring out the activities to promote speaking.
18. a. Trace the reasons for poor reading skills.  
(or)
18. b. Explain the different types of reading.
19. a. "Writing as a productive skill" – Consider.  
(or)
19. b. Examine the various factors that render bad handwriting.
20. a. Write an informal letter to your friend congratulating her on winning the gold medal.  
(or)
20. b. Explain the ways to get ready for a job.

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