



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

Master's Degree Examination – June / July 2021
II Semester

Class : I PG **Time : 3 Hours**
Major : Psychology / Music/ MBA/ MBA-IT **Max. Marks : 100**

20MENI01 IDC - English for Academic & Professional Purposes

Part- A **10X1=10**
Choose the Correct Answer

- 1 The most effective style is the one that accurately _____ the thought content of the message into appropriate language. CO1K1
a. decodes b. encodes
c. comment d. support
- 2 Style in communication depends on _____, the communicative context and the purpose of communication CO2K1
a. the audience b. the speaker
c. the venue d. the time
- 3 _____ letters are persuasive messages CO1K1
a. Complaint b. Inquiry c. sales d. quotation
- 4 Listening, filtering, paraphrasing and noting are the four steps of _____ CO1K1
a. hints developing b. summarising
c. paraphrasing d. note making.
- 5 _____ is the name for the memo sent to peer groups CO2K1
a. Horizontal memo b. upward memos
c. downward memos d. vertical memos
- 6 _____ is a systematic method of documenting the sources used in a passage or text CO1K1
a. summerising b. referencing
c. introducing d. paraphrasing
- 7 _____ listening is not only listening to what the speaker says but also to how he/she says it. CO1K1
a. Emphatic b. attentive c. evaluative d. superficial
- 8 _____ happens automatically and it doesn't require the conscious involvement of the listener. CO1K1
a. hearing b. speaking c. listening d. answering
- 9 Presentation of project reports, progress reports and research reports in written form is called _____ report CO1K1
a. formal report b. written c. special d. routine
- 10 The _____ gives the audience the first glimpse of the presentation CO2K1
a. introduction to the speaker b. pictures in the first page
c. background music d. title

Part - B

5X6=30

Answer all the questions

Each Answer Should Not Exceed 400 Words or two Pages

- 11.a. Write a short note on what is style in academic writing.
(or)
- 11.b. What is the importance of sequencing a lecture?
- 12.a. Indicate the techniques involved in Note-taking.
(or)
- 12.b. List out a few important points for making an effective telephonic conversations.
- 13.a. 'Topic sentence is the pilot sentence of the paragraph' – Discuss.
(or)
- 13.b. What are the rules to be followed in drafting a formal and informal e-mails.
- 14.a. Analyse what are the supporting materials that are necessary to be included in presentation
(or)
- 14.b. Outline the importance of being concise and sticking to the point.
- 15.a. Write in brief on the points to bear in mind while presenting a piece of academic text.
(or)
- 15.b. Show the salient features of a business report.

Part C

5x12=60

Answer all the questions

Answer should not exceed 800 words or four pages.

- 16.a. Write in detail on the procedures involved in writing a summary. CO2K1
(or)
- 16.b. Elaborate on the features of academic writing CO3K3
- 17.a. Elaborate on the different types of letters. CO4K3
(or)
- 17.b. Discuss the components that are to be included in achieving style in professional writing. CO5K2
- 18.a. Summarise the characteristics of a good Group discussion. CO2K2
(or)
- 18.b. Discuss the different types of reports CO5K2
- 19.a. Elucidate the different types of listening. CO4K3
(or)
- 19.b. Analyse the significance of distinguishing between the relevant and irrelevant information in a text. CO4K3/k4
- 20.a. Write in detail on the steps involved in presenting a business report. CO4 K1
(or)
- 20.b. Discuss the process of preparing a piece of academic text. CO5 K2
