



U8376

Reg. No.:

Name:.....



University of Kerala
First Semester Degree Examination, November 2024
Four Year Under Graduate Programme
Discipline Specific Core Course
COMMUNICATIVE ENGLISH
UK1DSCECE100 - ENGLISH FOR DAILY USE
Academic Level: 100-199

Time: 1½ Hours**Max. Marks: 42****Part A.**

Answer All Questions , Objective Type. 1 Mark Each.
(Cognitive Level: Remember/Understand)
6 Marks. Time: 6 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
1.	Expand RTI	Remember	CO-2
2.	What is FOMO?	Remember	CO-1, CO-3
3.	What is “Creepypasta” ?	Understand	CO-1, CO-3
4.	Create a sentence using the phrase “Did you hear about...?”	Understand	CO-1
5.	What is a closed-ended question?	Understand	CO-2, CO-4
6.	What are the elements of a communication?	Understand	CO-1, CO-4

Part B.

Answer All Questions Short Answer. 2 Marks Each
(Cognitive Level: Understand/Apply)
8 Marks. Time: 24 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
7.	Define 'Digital Communication.'	Understand	CO-3
8.	State one advantage of using social media in the recruitment process.	Understand	CO-2, CO-3

9.	What are the steps to be followed while filing an RTI online?	Apply	CO-4, CO-5
10.	What is grapevine communication?	Apply	CO-5

Part C.

Answer all 4 Questions, choosing among options within each question.

Long Answer. 7 marks each.(Cognitive Level: Apply/Analyse/Evaluate/Create)

28 Marks. Time: 60 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
11.	a)How to write an effective job application email? OR b) Write a resume for the Software Developer post.	Apply	CO-1, CO-4, CO-5
12.	a)Discuss the impact of electronic literature on modern reading habits. OR b) Write a letter informing a client about a delay in the product shipment.	Analyze	CO-3
13.	a)What are the different channels of communication? OR b)Create a questionnaire to assess employees' satisfaction with workplace communication tools	Evaluate	CO-1, CO-2
14.	a)Draft a letter requesting an educational loan from a bank. OR b)Write a report on the Annual Sports Meet conducted by the Sports Club	Create	CO-1, CO-4, CO-5