



U8377

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.	Name two digital platforms used for professional communication.	Remember	CO-3
2.	Name two types of grapevine	Remember	CO-1, CO-3
3.	Mention one challenge of using social media for official communication.	Understand	CO-2, CO-3
4.	Give a commonly used phrase that one would use to present a work to colleagues.	Understand	CO-1
5.	What is the purpose of a job application letter?	Understand	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.	What is grapevine communication?	Understand	CO-1, CO-2, CO-4
8.	What are the pros and cons of social networking?	Understand	CO-3, CO-5
9.	What are the steps to be followed while filing an RTI online?	Apply	CO-4, CO-5
10.	Describe the benefits of digital presentations in the workplace.	Apply	CO-5

Part C.

**Answer all 4 Questions, choosing among options within each question.
Long Answer. 7 marks each.(Cognitive Level: Apply/Analyze/Evaluate/Create)
28 Marks. Time: 60 Minutes**

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
11.	a)Discuss the dos and don'ts of electronic communication in a professional setting. OR b) Draft a cover letter for the post of Marketing Executive at XYZ Ltd, stating your qualifications and experience.	Apply	CO-4, CO-5
12.	a)Analyse the pros and cons of social media in society OR b)You are the owner of Luminous Pvt. Ltd. You have received a lot of orders from various customers. Write a letter to one of the customers informing them about a delay in their order.	Analyze	CO-3, CO-5
13.	a)What are the different channels of communication? OR b) Draft a survey questionnaire to collect customers' feedback about a product launch.	Evaluate	CO-1, CO-2
14.	a)Write a letter to the bank manager requesting a personal loan. OR b)Write a dialogue between two friends discussing their career goals.	Create	CO-4, CO-5