



8378

Reg. No.:

Name:.....

**University of Kerala**

First Semester Degree Examination, November 2024

Four Year Under Graduate Programme

Discipline Specific Core Course

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.	Questions	Cognitive Level	Course Outcome (CO)
1.	Define Workplace Communication	Remember	CO 4
2.	Name the first modern electronic computer	Remember	CO 3
3.	What does 'ethos' refer to in Aristotle's Model of Communication	Understand	CO 1
4.	Identify a communication event	Understand	CO 1
5.	What does 'Kinesics' mean	Understand	CO 1
6.	What do you understand by the term 'Ergodic Literature'?	Understand	CO 3

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.	Explain the process of Communication	Understand	CO 1
8.	How would you explain the recent developments within the digital media?	Understand	CO 3

9.	Cite any one type of formal channel of Communication and explain it with an example.	Apply	CO 1
10.	How would you express C T Funkhouser's study regarding electronic literature?	Apply	CO 3

Part C.

Answer all 4 Questions, choosing among options (A or B) 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. Write a dialogue between the Principal and the class teacher about the low performance of students in the University examination Or B. Write a letter to a bookstore enquiring about the availability and price of a few academic books	Apply	CO 1 & CO 4
12.	A. Analyse the pros and cons of social media Or B. Examine various levels of Communication	Analyse	CO 3 & CO 1
13.	A. How could you assess the three generations of electronic literature? Or B. How can non-verbal cues enhance or contradict verbal messages	Evaluate	CO 3 & CO 1
14.	A. Prepare a cover letter and a CV for the post of a higher secondary teacher in a prestigious institution, in response to an advertisement that appeared in a daily Or B. Write a report on the Annual Sports Meet conducted by the Sports Club	Create	CO 2