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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Summer Term End Term Examinations, August 2024**

**Winter Semester**: 2023 - 24

**Course Code**: ENG1003

**Course Name**: Communicative English

**Program & Sem**: BBA & I

**Date**: 07 / August / 2024

**Time**: 9:30 am to 12:30 pm

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Give five different types of Nonverbal communication. (C.O.1) [Knowledge]

2. Why expressing gratitude is a very important element while making enquiry? (C.O.2) [Knowledge]

3. What do you mean by ‘noise’ in the communication? Mention the two different types of noise.(C.O.1) [Knowledge]

4. Define Coherence in writing. (C.O.3) [Knowledge]

5. Why is it important to cultivate a habit of reading in the digital age? (C.O.4) [Knowledge]

6. What is Chronemics? How it is an important aspect in an effective communication tool? (C.O.1) [Knowledge]

7. Give two instances where you might need to congratulate in work and business situations. (C.O.2) [Knowledge]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. Compose a dialogue between two friends planning a surprise birthday party for a mutual friend. Each person should have 5 dialogues, including ideas and tasks they need to organize. (C.O.No.2) [Comprehension]

9. Write a short motivational story using the proverb "Rome wasn’t built in a day," (C.O.No.2) [Comprehension]

10. Discuss the stages of the writing process and explain how each stage contributes to producing a clear and effective piece of writing. (C.O.3) [Comprehension]

11. Write a letter of appreciation to a teacher or mentor who has had a significant impact on your life. (C.O.3) [Comprehension]

12. What are skimming and scanning, and how can these techniques be effectively used in different reading situations? (C.O.4) [Comprehension]

13. Motivational stories have the ability to lift us up, make us smile, encourage us, motivate us, and teach us valuable life lessons. Write a motivational story that taught you a valuable life lesson. (C.O.No.2) [Comprehension]

14. Describe the stages of the communication cycle and explain how each stage contributes to effective communication. (C.O.1) [Comprehension]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. Write a dialogue between two friends who are debating whether to adopt a pet from a shelter or buy one from a breeder. Each friend should have 10 lines of dialogue. Be sure to include reasons and arguments from both perspectives. (C.O.2) [Application]

16. Write an essay on a current trending or heated discussion topic, presenting various perspectives and providing a balanced analysis of the arguments on all sides. (C.O.3) [Application]

17. Read the following passage carefully and answer the questions that follow.

The Great Barrier Reef, located off the coast of Queensland, Australia, is the world's largest coral reef system, stretching over 2,300 kilometers. Comprising nearly 3,000 individual reefs and 900 islands, it is one of the most diverse and complex ecosystems on the planet. The reef is home to thousands of species of marine life, including over 1,500 types of fish, 411 types of hard coral, and various species of sharks, rays, and marine mammals.

Coral reefs are built by tiny organisms called coral polyps, which secrete calcium carbonate to form hard, protective skeletons. These structures provide habitat and shelter for many marine species. The vibrant colors of the reef are due to the symbiotic relationship between coral polyps and zooxanthellae, microscopic algae that live within the corals' tissues. These algae perform photosynthesis, providing energy for the corals and contributing to the reef's stunning appearance. Despite its beauty and ecological significance, the Great Barrier Reef faces numerous threats. Climate change is the most pressing issue, causing ocean temperatures to rise and leading to coral bleaching. During bleaching events, corals expel the zooxanthellae, losing their color and vital energy source. If the stress continues, bleached corals can die. Additionally, pollution from agricultural runoff, overfishing, and coastal development further degrade the reef's health. Efforts to protect and preserve the Great Barrier Reef are underway. The Australian government has implemented measures to reduce pollution and manage fishing practices. Marine protected areas have been established to safeguard key habitats. Furthermore, scientists are researching ways to enhance coral resilience to climate change, such as breeding heat-tolerant coral species and developing coral nurseries for restoration projects.

The future of the Great Barrier Reef depends on global efforts to address climate change and local actions to mitigate direct human impacts. Preserving this natural wonder requires a collaborative approach involving governments, scientists, conservation organizations, and the public.

1. What are coral polyps, and what role do they play in forming coral reefs?
2. How do zooxanthellae contribute to the health and appearance of coral reefs?
3. List three threats to the Great Barrier Reef mentioned in the passage.
4. What measures has the Australian government implemented to protect the Great Barrier Reef?
5. What are some scientific efforts to enhance coral resilience to climate change? (C.O.4) [Application]