

BENGALURU

School of Commerce

Mid - Term Examinations - November 2024

Semester: I

Date: 06/11/2024

Course Code: ENG1016

Time: 02.00pm to 03.30pm

Course Name: Mastering English Communication

Max Marks: 50

Program: BBA/BCOM

Weightage: 25%

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2 marks.

2Qx5M=10M

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|---|---|---------|----------|-----|
| 1 | What is 'Chronemics' and how does it influence communication in different cultures? | 2 Marks | Remember | CO1 |
| 2 | Explain the role of the 'Sender' in the communication process. | 2 Marks | Remember | CO1 |
| 3 | Define clarifying in the context of active listening. | 2 Marks | Remember | CO1 |
| 4 | Explain the role of humour in a speech and when it should be used? | 2 Marks | Remember | CO3 |
| 5 | Describe the purpose of a Persuasive Speech. | 2 Marks | Remember | CO3 |

Part B

Answer ALL Questions. Each question carries 10 marks.

4QX10M=40M

6 Identify punctuation errors and rewrite the paragraph.

10 Marks L2 CO2

In the book Harry Potter and the Sorcerer's Stone Harry Ron and Hermione work together to stop a dark force. They need to find three things the Sorcerer's Stone, the Mirror of Erised, and a way to get past Fluffy the giant three-headed dog. The most important challenge is: protecting the Sorcerer's Stone from Voldemort. (Harry's bravery) and Hermione's intelligence play a key role in their success. When they finally face Voldemort Harry says I'm not afraid of you! In the end, Dumbledore rewards Gryffindor with the House Cup.

Or

- 7 Identify punctuation errors and rewrite the paragraph.** 10 Marks L2 CO2
- In the story the Hound of the Baskervilles Sherlock Holmes and Dr. Watson investigate a mysterious case. The moors are vast dangerous and full of secrets. They must solve three mysteries the ghostly hound, the death of Sir Charles Baskerville, and the family curse. (Holmes' quick thinking) and attention to detail lead them closer to the truth. When they discover a hidden clue Watson is surprised and Sherlock retorts it's elementary, my dear Watson. Holmes' final deduction reveals the mastermind behind the plot.
- 8** In organizing a university fest, describe how the flow of communication helps in the effective coordination and successful execution of the event. Provide a brief example of each type of communication in this context. 10 Marks L2 CO1
- Or**
- 9** Imagine you are leading a team to develop a new mobile app for a startup. Describe how mastering the communication process can enhance the project's success. 10 Marks L2 CO1
- 10** For each of the following business terms, provide a detailed explanation of its meaning and how it is used in a business context. Use each term in a sentence to illustrate its usage: 10 Marks L3 CO2
1. Think Tank
 2. Pivot
 3. Brand Ambassador
 4. Unicorn
 5. Side-hustle
- Or**
- 11** Each of the following sentences contains an error in subject-verb agreement. Identify the mistake in each sentence and rewrite it correctly: 10 Marks L3 CO2
1. The team of engineers are developing a new software that will change the industry.
 2. A number of startups has been attracting venture capital recently.
 3. The CEO and the marketing director was scheduled to speak at the conference.
 4. Neither the product nor the marketing strategies seem effective.
 5. Each of the employees have completed their training modules

12 Imagine you are tasked with delivering the welcome address at the '*Mind Rocks*' event held at Presidency University, where Ananya Pandey is the guest of honor. How would you prepare a speech for this occasion, focusing on audience engagement, tone, and key elements of a welcome address? **10 Marks** **L3** **CO3**

Guidelines:

- Begin with a warm and enthusiastic greeting, acknowledging the audience and the special guest.
- Highlight Ananya Pandey's achievements, connecting them to the theme of the event.
- Set the tone for the event by encouraging active participation and building anticipation.

Or

13 Assume you are preparing a speech for a TEDx event on the topic "Why students struggle to focus on studies but can stay engaged on Instagram." How would you plan your speech, ensuring it is structured to maintain the audience's interest, address key reasons behind this phenomenon, and offer practical insights or solutions? **10 Marks** **L3** **CO3**

Guidelines:

- Capture the audience's attention and highlight the relevance of the topic.
- Identify and explain the key factors (such as dopamine-driven content, short attention spans, etc.) that make Instagram engaging and studying more difficult.
- Offer practical strategies or solutions to improve focus on studies while acknowledging the allure of social media.