| Roll No. | | | | | | | | | | | | |
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# PRESIDENCY UNIVERSITY

## BENGALURU

**End - Term Examinations – December 2025**

**Date:** 10 – 12- 2025 **Time:** 09:30am – 12:30pm

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|---|---|---|
| **School:** COMMON TO ALL SCHOOL | **Program:** COMMON TO ALL PROGRAM | |
| **Course Code:** ENG1901 | **Course Name:** Essentials of Communication | |
| **Semester**: I | **Max Marks**:100 | **Weightage**:50% |

| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
|---|---|---|---|---|---|
| **Marks** | **11** | **18** | **15** | **28** | **28** |

**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 2marks.** **10Q x 2M=20M**

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|---|---|---|---|---|
| **1.** | Explain the difference between a word's denotation and its connotation. Provide an example | **2 Marks** | **L1** | **CO1** |
| **2.** | What is Uncertainty Avoidance (UAI), and how does a culture with a High UAI typically communicate? | **2 Marks** | **L1** | **CO1** |
| **3.** | What is In- group/ Out- group bias? | **2 Marks** | **L1** | **CO2** |
| **4.** | List any four types of non-verbal communication. | **2 Marks** | **L1** | **CO2** |
| **5.** | Define “logos” and state how it strengthens an argument. | **2 Marks** | **L1** | **CO4** |
| **6.** | Define *hasty generalization* with an example. | **2 Marks** | **L1** | **CO4** |
| **7.** | What does the *false dilemma* fallacy mean? | **2 Marks** | **L1** | **CO4** |
| **8.** | What is context collapse in digital communication? | **2 Marks** | **L1** | **CO5** |
| **9.** | In the R.A.F.T. model, what is the function of defining a *Role*? | **2 Marks** | **L1** | **CO5** |
| **10.** | What is meant by “curated identity”? | **2 Marks** | **L1** | **CO5** |

## Part B

**Answer the Questions.** **Total Marks 35M**

| | | | | |
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| **11.** | Hofstede's Cultural Dimensions highlight key differences in values and behaviors across nations. Discuss how awareness of these dimensions can improve collaboration in international teams. | **07 Marks** | **L2** | **CO1** |
| | **Or** | | | |
| **12.** | Explain how culture shapes the way individuals view themselves and interpret the behavior of others. Discuss how these perceptions influence communication and relationships across cultures. Support your answer with suitable examples. | **07 Marks** | **L2** | **CO1** |

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|---|---|---|---|---|
| **13.** | Discuss the different types of non-verbal communication — such as *facial expressions, gestures, tone of voice, posture, proxemics, haptics,* and *chronemics* — and explain their significance in everyday interactions. Support your answer with suitable examples. | **07 Marks** | **L2** | **CO2** |
| | **Or** | | | |
| **14.** | Explain how *facial expressions, gestures,* and *tone of voice, posture and body orientation, proxemics, haptics and chronemics* help in expressing emotions and intentions in personal and professional communication. Illustrate your answer with examples. | **07 Marks** | **L2** | **CO2** |

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|---|---|---|---|---|
| **15.** | Discuss how bias and perception together can lead to unfair judgments or miscommunication. | **07 Marks** | **L2** | **CO2** |
| | **Or** | | | |
| **16.** | Summarize all the major barriers to communication and suggest practical strategies to overcome each for effective understanding. | **07 Marks** | **L2** | **CO2** |

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|---|---|---|---|---|
| **17.** | In your own words, describe how a speaker can use ethos, pathos, and logos together to strengthen their argument. Why is it important to maintain balance among the three? | **07 Marks** | **L2** | **CO4** |
| | **Or** | | | |
| **18.** | Compare and contrast claim, evidence, and warrant. How does each serve a different function in argumentation? | **07 Marks** | **L2** | **CO4** |

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|---|---|---|---|---|
| **19.** | Discuss how understanding context collapse, cancel culture, and AI-supported communication can help users engage more ethically and thoughtfully in digital spaces. | **07 Marks** | **L2** | **CO5** |
| | **Or** | | | |
| **20.** | Describe the significance of using the R.A.F.T. method when interacting with AI to ensure effective and purposeful communication. | **07 Marks** | **L2** | **CO5** |

## Part C

**Answer any three Questions. Each question carries 15marks** **3Q x 15M=45M**

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|---|---|---|---|---|
| **21.** | During a school reunion, you meet your childhood rival, and an unexpected event forces both of you to work together.<br>With the help of the 7 elements of storytelling, write a story showing how conflict transforms into understanding. | **15 Marks** | **L3** | **CO3** |
| **22.** | A new restaurant wants to appeal to families rather than young singles. Reframe its *brand story* (hero, conflict, moral) to align with the new audience's values and emotions. | **15 Marks** | **L3** | **CO3** |
| **23.** | Apply Aristotle's model of rhetoric (ethos, pathos, and logos) to write a persuasive essay on the topic: *Should social media usage be limited among college students to improve mental health and academic performance?* | **15 Marks** | **L3** | **CO4** |
| **24.** | Select any five common logical fallacies you've encountered in articles, blogs, or everyday conversations. Define each fallacy and provide a relevant example to illustrate it. | **15 Marks** | **L3** | **CO4** |
| **25.** | Presidency is organizing its annual Intercollegiate Fest 'Invincia 2026' featuring competitions, concerts, and guest speakers. Create social media posts (Instagram, X, LinkedIn, Facebook) for each platform promoting the event and encouraging participation. Include one AI prompt to design a banner, caption, or promotional video idea. | **15 Marks** | **L3** | **CO5** |