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PRESIDENCY UNIVERSITY

BENGALURU

Make Up Examinations – December 2025

Date: 27-12-2025

Time: 09:30am – 12:30pm

School: SOC	Program: BBA, BCom	
Course Code: ENG1016	Course Name: Mastering English Communication	
Semester: MK	Max Marks: 100	Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	20	8	20	26	26

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

1	How does analyzing visuals support critical reading?	2 Marks	L	CO4
2	Who is a <i>digital nomad</i> ?	2 Marks	L	CO2
3	Define prompt engineering and its significance in AI interactions.	2 Marks	L	CO5
4	Define <i>sustainability</i> and explain its significance in modern businesses.	2 Marks	L	CO2
5	What does it mean for an argument to be "appropriate" according to the ABC test?	2 Marks	L	CO4
6	How does the timing of posts influence social media engagement?	2 Marks	L	CO5
7	Explain the difference between <i>their</i> , <i>there</i> , and <i>they're</i> with examples.	2 Marks	L	CO2
8	Define metaphor and provide an example.	2 Marks	L	CO4
9	What is <i>outsourcing</i> ? Give an example of its use in business.	2 Marks	L	CO2
10	What factors should be considered when distributing content across platforms?	2 Marks	L	CO5

Part B

Answer the Questions

Total 80 Marks.

11.	Describe each of the following logical fallacies and support your explanation with examples. Post Hoc, Ergo Propter Hoc (4 marks) a. b) Straw Man (4 marks) c) Bandwagon Fallacy (4 marks) d) Appeal to Authority (4 marks) e) False Dilemma (4 marks)	20 Marks	L	CO4
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or

12.	You are an HR manager responding to job applicants. a. a) Write an email to an applicant congratulating them on being shortlisted for the next round of interviews. b) Write an email to another applicant informing them that they have not been selected for the position.	20 Marks	L	CO4
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13.	You're an influencer with 10,000 followers on Instagram, and you've just launched your own brand of sustainable fashion. You want to use social media to promote your new collection and attract more followers. a. i. Which social media platform would you prioritize to increase brand visibility? ii. What kind of content would you post for each social media platform? iii. How would you engage your audience to make them feel part of your brand's journey?	20 Marks	L3	CO5
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or

14.	You are launching a restaurant next week and want to create a buzz around its specialties. As part of your marketing strategy, you plan to use social media platforms to promote the launch and highlight the unique aspects of your restaurant. a. i. Choose two social media platforms to promote your restaurant and explain why they are the best choices for this campaign. ii. Write a creative post for each platform announcing the upcoming launch and showcasing what makes your restaurant special.	20 Marks	L3	CO5
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15.	a.	<p>“The time has come to say Goodbye!”</p> <p>Deliver a farewell speech for your “Mastering English Communication” faculty member.</p> <ul style="list-style-type: none"> • Prepare a heartfelt speech that: <ul style="list-style-type: none"> ○ Begins with a reflection on how their teaching made the subject engaging and relevant to real-life scenarios. ○ Narrates two specific instances or activities from their classes that had a significant impact on your learning. ○ Ends with an emotional yet uplifting farewell message, appreciating their dedication and wishing them well in their journey ahead. 	20 Marks	L3	C03
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Or

16.	a.	<p>“Let’s Go Vocal for Local”</p> <p>Imagine you are participating in a campaign event to promote local businesses and artisans.</p> <ul style="list-style-type: none"> • Deliver a persuasive speech that: <ul style="list-style-type: none"> ○ Starts with a compelling statistic or question about the significance of supporting local industries. ○ Highlights two key benefits of choosing local products, supported by relatable examples. ○ Ends with a passionate plea for adopting the “Vocal for Local” mantra. Explain how you would use storytelling to make your message impactful. 	20 Marks	L3	C03
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17.	a.	Describe the different types of noise that act as barriers to communication. Discuss how these barriers can distort or disrupt messages and suggest strategies to overcome such challenges for effective communication.	20 Marks	L	C01
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Or

18.	a.	Messages are often conveyed beyond words through gestures, expressions, and body language. Discuss the various types of non-verbal communication and highlight their significance with relevant real-life examples.	20 Marks	L	C01
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