



Even Semester End Term Examination, May / June 2026

Date: 30/05/2026

Time: 09.30 AM - 12.30 PM

Course Code: ENG2501

Course Name: Advanced English Communication

Semester: Second Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	84	104	141	181

Part A: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
1	List any two characteristics of interpersonal communication with an example each.	3	CO1	BT1
2	Infer the reasons for the failure of Interpersonal communication.	3	CO1	BT1
3	Outline the role of cultural awareness in Interpersonal communication.	3	CO1	BT1
4	List the difference between persuasion and manipulation in professional communication.	3	CO2	BT1
5	Define Cognitive Framing with an example.	3	CO2	BT1
6	State the importance of argument structure in professional speaking and mention the structure of a good speech.	3	CO2	BT1
7	List the differences between empirical fact and subjective opinion with examples.	3	CO3	BT1
8	Identify the methods of detecting bias.	3	CO3	BT1
9	What is structured reasoning in writing? Give an example	3	CO4	BT1
10	What are the three rhetorical appeals? Give examples.	3	CO4	BT1

Part B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
11	Explain the different types of communication barriers with examples.	10	CO1	BT2

12	Infer the impact of different stages of listening on communication outcomes with examples.	10	CO1	BT2
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Part C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
13	A student experiences anxiety before delivering a presentation and believes that nervousness will lead to failure. Apply the concept of cognitive framing to transform the situation into better performance.	10	CO2	BT3
14	You are an engineering student asked to present a solution for reducing traffic congestion in urban areas. Apply the principles of speech structure to design a speech effectively.	10	CO2	BT3

Part D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
15	A technology company claims that its new cloud system is the most secure in the market. The report is written by the company's internal research team and is targeted at potential investors. Apply your understanding of critical reading techniques to analyse the situation.	10	CO3	BT3
16	A corporate report highlights the economic benefits of building a new industrial plant but does not mention environmental risks. The report uses positive language such as "growth," "opportunity," and "development." Apply your understanding of bias to evaluate this document by addressing the influence of biases on the overall interpretation of the information.	10	CO3	BT3

Part E: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
17	You are asked to write a report recommending a new software tool for your organisation. Apply the Claim, Evidence, Warrant framework to structure your argument effectively.	10	CO4	BT3
18	You have recently completed a group project in your college, such as building a simple app, model, or presentation. You want to share your experience on LinkedIn. Apply the principles of digital professional writing to draft an effective LinkedIn post about your experience.	10	CO4	BT3

Part F: Answer Any 1 Following Questions. 15 M

Qn.No	Questions	M	CO	BT
19	A software development team continues investing in a failing project because significant time and money have already been spent. At the same time, they blame a recent system crash on a minor update without investigating other causes. They also generalize system performance based on limited testing. Analyze the scenario by identifying and explaining the logical fallacies involved and their impact on causing decision-making errors.	15	CO3	BT4
20	A viral video shows a public figure making a controversial statement about a new engineering project. The video is widely shared with an emotional caption, but no source is provided. The visuals appear realistic. Analyze this situation using concepts of multimodal communication, False Connection, and digital misinformation. How would you apply the Digital Credibility checklist to verify the authenticity of the content before accepting or sharing it?	15	CO3	BT4

Part G: Answer Any 1 Following Questions. 15 M

Qn.No	Questions	M	CO	BT
21	A project proposal relies heavily on emotional language but provides little data, while another proposal presents data but lacks credibility and audience connection. Examine both cases using Ethos, Pathos, and Logos, and explain how a balanced argument can be constructed.	15	CO4	BT4
22	You are writing an answer in an exam. While writing, you suddenly remember different points and keep adding them randomly in the same paragraph. As a result, your answer feels confusing, and it is difficult for the reader to follow your ideas. Analyze the problems in your answer using the principles of coherence and suggest methods for improvement.	15	CO4	BT4