



**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

MAKE UP EXAMINATION – JAN 2023

Course Code: LNG 206

Course Name: Communicative English II

Program & Sem: BBA/BBA/BAV/BCom

Date: 23-JAN-2023

Time: 9:30AM to 12:30PM

Max Marks: 100

Weightage: 50 %

Instructions:

- (i) Read the all questions carefully and answer accordingly.
(ii) Use of simple calculator is allowed
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Part A [Memory Recall Questions]

Answer all the Questions. Each Question carries TWO marks.

(15Qx 2M= 30M)

Choose the correct option from the given choices in the bracket and fill in the blanks:

1. Who wrote the essay people with one idea?
a) William Hazlitt b) TS Eliot c) Milton d) John Donne
2. _____ is any written work that tries to convince the reader of the writer's opinion.
a). Persuasive writing b) Expressive writing c). Technical writing d) Creative Writing.
3. Strife is a _____ written by John Galsworthy
a) Poem b) Short story c) Play d) Novel.
4. Galsworthy's play Strife deals with the subject of:
A) Justice b) War c) Labour disputes d) Natural disasters.
5. Main theme discussed in Desiree's baby
a) Nationalism b) Racism c) Fascism d) Patriotism
6. Define Marketing communication
7. Define Persuasive speaking
8. Major characters in 'Strife' by John Galsworthy
9. Who is the Protagonist of Desiree's baby
10. What is the setting of Desiree's baby?
a). Pre- civil war Louisiana b) Post civil war Louisiana
c) Post war- Germany d) Post war Japan.
- 11 How is persuasive writing different from expressive writing?
- 12 What is gender-neutral language.

- 13 There is a pleasure in painting which none but painters know. 'In writing, you have to contend with the world; in painting, you have only to carry on a friendly strife with _____. (William Hazlitt).
- a) Culture b) nature c) character d) emotions.
14. In a persuasive essay, it's not enough to simply inform; you also have to ----- the reader that your way of thinking is best.
- a. convince b. compel c. write d. inform.
15. What are the major modes of persuasive writing?

Part B [Thought Provoking Questions]

Answer all the Questions. Each Question carries SIX marks.

(5Qx6M=30M)

16. Define Persuasive Writing. What are the techniques of persuasive writing?
17. Is language gendered? Justify
18. What is the significance of gender-neutral language?
19. Describe the correlation between gender and market.
20. Write a short note on the styles of persuasive writing.

Part C [Problem Solving Questions]

Answer all the Questions. Each Question carries TEN marks.

(2Qx20M=40M)

21. Evaluate the essay 'On People with One Idea' as a piece of persuasive writing.
22. Analyze the drama 'The Strife' by John Galsworthy as an asocial drama. Describe the persuasive elements in the drama.