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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT  
MID TERM EXAMINATION - APR 2023**

**Semester :** Semester II - 2022

**Course Code :** ENG2003

**Course Name :** Sem II - ENG2003 - Professional English

**Program :** BBA,BBB,BBD,BBE,BAV,BCM&BCH

**Date :** 12-APR-2023

**Time :** 2PM - 3.30PM

**Max Marks :** 50

**Weightage :** 25%

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**Instructions:**

- (i) Read all questions carefully and answer accordingly.
  - (ii) Question paper consists of 3 parts.
  - (iii) Scientific and non-programmable calculator are permitted.
  - (iv) Do not write any information on the question paper other than Roll Number.
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**PART A**

**ANSWER ALL THE QUESTIONS**

**(5 X 2 = 10M)**

1. .... is the forerunner step to convince the audience via persuasive speech.  
A. Reason B. Equity, C. Audience Analysis D. Audience Appeal  
(CO1) [Knowledge]
2. Which is the correct combination of the three goals of persuasive speech in the given options?  
A. Convincing, Bargaining, Actuating B. Actuation, Utility, Bargaining  
C. Convincing, Actuation, Stimulation D. Stimulation, Emotion, Actuation  
(CO1) [Knowledge]
3. "Equity of the persuasive appeal" is a step in .....  
A. Unethical Persuasive Speech, B. Emotional Persuasive Speech  
C. Ideological Persuasive Speech D. Ethical Persuasive Speech  
(CO1) [Knowledge]
4. What is the purpose of marking a text?  
a. To aid in understanding and analysis  
b. To make the text more difficult to read  
c. To memorize the text for a test  
d. To skip over difficult sections  
(CO2) [Knowledge]

5. How can tone and diction contribute to the meaning of a text?

- a. They can shape the reader's emotional response to the text
- b. They can provide historical context for the text
- c. They can make the text difficult to understand
- d. They can distract from the main ideas of the text

(CO2) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**(2 X 10 = 20M)**

6. How do you analyze ethical persuasion?

(CO1) [Knowledge]

7. What is marking text? Give example.

(CO2) [Comprehension]

**PART C**

**ANSWER THE FOLLOWING QUESTION**

**(1 X 20 = 20M)**

8. Critically elaborate the psychology of persuasion.

(CO1) [Comprehension]