Roll No											

PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - MAY 2023

Semester : Semester II - 2022 - 23 - BBA - 2022   **Date :** 18-MAY-2023
Course Code : ENG2003   **Time :** 2.00 PM - 3.30 PM
Course Name : Sem II - ENG2003 - Professional English   **Max Marks :** 50
Program : BBA   **Weightage :** 25%

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.

PART A

ANSWER ALL THE QUESTIONS   **(5 X 2 = 10M)**

1. What is diction in writing?
   1. The author's choice and use of words and phrases
   2. The structure of the text
   3. The tone of the text
   4. The intended audience of the text

                                                              (CO2) [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. Who proposed TARES test…..
   A. Sheryl Baker and David Mart B Shony Baker and David Milstone C. Sherry Barter and David Peterson D. Sherry Baker and David Martinson

                                                              (CO1) [Knowledge]

4. "Equity of the persuasive appeal" is a step in ……..
   A. Unethical Persuasive Speech, Emotional Persuasive Speech C. Ideological Persuasive Speech D. Ethical Persuasive Speech

                                                              (CO1) [Knowledge]

5.   1. What is tone in writing?
1. The author's attitude toward the subject matter or audience
2. The main idea of the text
3. The structure of the text
4. The author's background and experiences

(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   (2 X 10 = 20M)

6. Explain some of the qualities of giving a persuasive speech.

(CO1) [Knowledge]

7. What are some examples of active reading techniques, and how do they differ from passive reading?

(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION   (1 X 20 = 20M)

8. Write a speech on Organ Donation with suitable examples.

(CO1) [Comprehension]