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PRESIDENCY UNIVERSITY BENGALURU
SCHOOL OF ENGINEERING

End-Term Examinations, Aug 2024

Semester: IV	Date :13.08.2024
Course Code: ENG1011	Time:9.30am -12.30pm
Course Name: English for Career Development	Max Marks :100
Program: DCET	Weightage :50%

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 ANY 10 QUESTIONS			10Q X 2M=20M
1	Explain how face-to-face communication can reduce misunderstandings	(CO 1)	Knowledge
2	Describe the role of nonverbal cues in face-to-face communication.	CO1	Knowledge
3	Discuss the importance of face-to-face communication in building professional relationships.	CO1	Comprehension
4	Explain the importance of mobile optimization for websites in building a strong online presence.	CO3	Knowledge
5	How can businesses effectively use social media to enhance their online presence?	CO3	Application
6	Describe two strategies for speaking confidently in group discussions.	CO4	Knowledge
7	How can active listening contribute to effective participation in meetings?	CO1	Application
8	List three key components of an effective resume and briefly explain their importance.	CO3	Knowledge
9	Describe two ways to tailor a cover letter to a specific job opportunity.	CO3	Knowledge
10	Discuss the importance of active listening in effective communication.	CO1	Knowledge
11	Describe the key elements of effective meeting etiquette. Provide examples.	CO4	Knowledge
12	Explain the role of facial expressions in effective communication.	CO4	Knowledge
13	What is the primary purpose of professional communication?	CO1	Understanding
14	What is the primary benefit of using polite markers in communication?	CO1	Understanding

PART B			
ANSWER ANY 4 QUESTIONS			4Q X 10M=40M
15	Analyze the challenges of face-to-face communication in the modern digital age and suggest ways to overcome them.	CO1	Analysis
16	Discuss the role of content marketing in building a strong online presence. Provide examples of different types of content and explain how they contribute to overall online visibility and engagement.	CO2	Comprehension
17	Analyze the importance of preparation in ensuring effective participation in group discussions and meetings. Provide specific examples of how thorough preparation can enhance one's contribution.	CO4	Analysis
19	Describe the challenges that virtual teams face due to time zone differences. How can we overcome those challenges?	CO3	Knowledge
19	What are the different barriers that can make communication difficult? Also, discuss ways to overcome these barriers.	CO2	Comprehension

PART C			
ANSWER ANY 2 QUESTIONS			2Q X 20M=40M
20	Why is following proper workplace etiquette so crucial, and in what situations does it apply? Explain the key principles of workplace etiquette and describe the positive outcomes that can result from adhering to these principles as well as the potential negative consequences of not following proper etiquette in the workplace.	CO1	Comprehension
21	Describe a situation where you successfully used the 4 Cs of Communication (being clear, coherent, concise, and correct), and explain the positive results that came from applying those principles. Provide details on how following the 4 Cs led to a positive outcome in that communication instance.	CO2	Application
22	Draft a Cover Letter and CV for a job application. Assume you are applying for a position relevant to your field of study. Your cover letter should highlight your qualifications, experience, and why you are a suitable candidate for the position. Your CV should be well-structured, including sections such as personal information, education, work experience, skills, and references.	CO3	Application