DECEMBER 2023 **U/ID 31527/ULJ1A**

Time : Three hours Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 30 words each.

1. Write the definition for phonetics.

2. Why is the study of 'accent' important?

3. What are the three main branches of phonetics?

4. What is the importance of conversation?

5. Mention at least two fundamentals for effective business communication.

6. What does 'conversation practice' mean?

7. What is an interview?

8. How will you speak confidently in an interview?

9. What is the purpose of the discussion?

10. What is extempore speaking?

11. State 'just a minute' speech.

12. Write any two non-verbal communication methods.

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions in 200 words each.

13. What is the importance of phonetics?

14. What are the characteristics of a good conversation?

15. How will you handle difficult situations in an interview?

16. What are the strategies of group discussion.

17. How do you make an event memorable?

18. How do you present a business presentation?

19. How will you improve your speaking skills?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. "Language is an organisation of sounds"-Discuss.

21. Write elaborately on good Business Communication.

22. Write an essay on the importance of team communication.

23. Write a 'Vote of thanks' speech for Teacher's Day.

24. Explain in detail on Non-Verbal communication and write a few examples.