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Name :

Reg. No:

FIRST SEMESTER M.A. DEGREE (CUCSS) EXAMINATION, FEBRUARY 2013

English Language and Literature

**EN IE 04 – PAPER IV – Optional group B1 – ADVANCED COMMUNICATION
(2010 Admission)**

Time : Three Hours

Maximum : 36 Weightage

I. Answer all the following questions in a word, phrase or sentence:-

1. What is kinesics?
2. Define non-verbal communication.
3. What are cues?
4. What is enunciation?

(4 X ¼ = 2)

5. What is global listening?
6. How important is eye contact?
7. Who is an introvert?
8. What is intercultural communication?

(4 X ¼ = 2)

II. Answer *six* of the following in a paragraph each:

1. The role of culture in communication
2. Communicative sensitivity
3. Principles of interactive communication
4. Identity and communication
5. Barriers to communication
6. Body language
7. Mass communication
8. Soft skills
9. Communication for specific purposes
10. Argumentative writing
11. Organization and cohesion in writing

(6 X 2 = 12)

Turn over

III. Write essays on *four* of the following, choosing one from each section:-

Section A

1. Describe some the steps to improve personal relationships.
2. Comment on the methods for enhancing communicative competence.
3. Discuss some of the techniques for developing discussion skills.

Section B

1. Discuss the steps involved in the preparation of a draft and revisions.
2. Explain the differences between academic discussions and social discussions.
3. Illustrate with examples the different types of writing.

Section C

1. How is linguistic competence different from communicative competence?
2. Examine some of the techniques for developing listening skills.
3. Comment on the importance of non-verbal communication.

Section D

1. Discuss the distinguishing features of interpersonal and intrapersonal communications?
2. Comment on the various Models of Communication?
3. Examine the different sentence styles and their uses in written communication?

(4 X 5 = 20)
