Reg No:..... K24FY 1448 (B)
Name :.....

First Semester FYUGP Functional English Examination NOVEMBER 2024 (2024 Admission onwards) KU1DSCFNG104 (ENGLISH FOR PROFESSIONAL SUCCESS)

(DATE OF EXAM: 4-12-2024)

Time : 90 min Maximum Marks : 50

Part A (Answer any 6 questions. Each carries 2 marks)

1. Discuss the importance of clarity and conciseness in verbal communication. 2
2. What are the key elements of effective verbal communication? 2
3. What is ethics? 2
4. What is gender sensitivity? 2
5. What are some effective ways to apologize for a mistake? 2
6. How can good public speaking skills help you in your career? 2
7. What are some key considerations when discussing professional goals in an interview? 2
8. What are the character limits for a tweet? 2

Part B (Answer any 4 questions. Each carries 6 marks)

9. Discuss the various purposes of professional communication. 6
10. Briefly discuss workplace ethics and values. 6
11. Explain how conflict resolution is handled throgh effective managerial communication. 6
12. Write a short impromptu speech on "The Importance of Time Management." 6
13. Write a paragraph explaining why you are good/fit for a specific job role. 6
14. Write an fb post reviewing a new product launched by a company. 6

Part C (Answer any 1 question(s). Each carries 14 marks)

15. (a) Discuss the role of social media in modern marketing strategies. 7
    (b) Discuss the various platforms for distributing press releases. How can PR professionals effectively target their audience and maximize the impact of their press releases? 7

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16. (a) Discuss the importance of effective communication in professional settings.Briefly discuss the language and techniques used for marketing. 7

(b) Analyze the role of persuasive language in marketing and sales. How can marketers and salespeople use language to influence consumer behavior and improve sales? 7

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