K25FY4357 Pages: 2 Reg No:.....
Name:.....

First Semester FYUGP Degree (Reg/Sup) Examination November 2025

KU1DSCFNG104 - ENGLISH FOR PROFESSIONAL SUCCESS

2024 Admission onwards

Time : 1.5 hours Maximum Marks : 50

Section A

Answer any 6 questions. Each carry 2 marks.

1. What are the key roles of a Public Relations professional?
2. What is public relations (PR)?
3. Mention two ways to interrupt someone politely.
4. Mention two phrases you can use to agree with someone?
5. Discuss the importance of clarity and conciseness in verbal communication.
6. Why is it important to be gender and culturally sensitive in the workplace?
7. What are the different types of meetings?
8. How can you justify your candidature for a specific job role?

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Section B

Answer any 4 questions. Each carry 6 marks.

9. Analyze the effectiveness of visual communication in conveying complex information and persuasive message
10. What are the key features of professional communication?
11. Briefly discuss workplace ethics and values.
12. What is an extemporaneous presentation? How can you prepare for an extemporaneous presentation? What are the advantages of an extemporaneous presentation?
13. What are the key factors to consider when negotiating salary and benefits? How can you approach this conversation confidently and professionally?
14. Write a paragraph explaining why you are good/fit for a specific job role.

Section C

Answer any 1 questions. Each carry 14 marks.

15. (a) Discuss the various platforms for distributing press releases. How can PR professionals effectively target their audience and maximize the impact of their press releases?

    (b) Discuss the role of social media in modern marketing strategies.

16. (a) Discuss the strategies for interrupting politely and respectfully. How can individuals interrupt without disrupting the flow of conversation or offending others?

    (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?

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