

**THIRD SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2022****(Regular/Improvement/Supplementary)****FUNCTIONAL ENGLISH: COMPLEMENTARY COURSE FOR MASS COMMUNICATION****GFEN3C11T: ENGLISH FOR COMMUNICATION III - BUSINESS COMMUNICATION****Time: 1 ½ Hours****Maximum Marks: 40****SECTION A: Answer the following questions. Each carries *two* marks.****(Ceiling 12 Marks)**

1. Name any four features of effective communication.
2. What is collocation?
3. Define historical dictionary.
4. Comment on formal communication.
5. What is a flame?
6. Differentiate between a CV and a resume.
7. Point out the main purpose of preparing an agenda.

**SECTION B: Answer the following questions. Each carries *five* marks.****(Ceiling 18 Marks)**

8. Explain the elements of communication.
9. What are the different types of figurative languages? Explain.
10. Process and features of communication.
11. Discuss in detail some important rules of netiquette.
12. How can one effectively involve themselves in a GD?

**SECTION C: Answer any *one* question. Each carries *ten* marks.**

13. Write an essay about grapevine communication.
14. Prepare a covering letter to apply to the post of a content writer in ABC advertising company.

**(1 x 10 = 10 Marks)**