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ANNA UNIVERSITY (UNIVERSITY DEPARTMENTS)  
B.E. /B.Tech / B. Arch (Full Time) - END SEMESTER EXAMINATIONS,

Apr / May 2024

B.E/ B.Tech (Full Time)

Subject Code: HU5171

Subject Name: Language and Communication  
(Regulation 2019)



Time: 3hrs

Max.Marks: 100

CO1	To internalize the importance of language by understanding its role in the transformation of man.
CO2	To look at language, literature and culture as locus of identity and change
CO3	To extract meaning from existing literatures and cultures.
CO4	To identify meanings in modern life by reconnecting with lost cultures.

**BL – Bloom's Taxonomy Levels**

(L1-Remembering, L2-Understanding, L3-Appling, L4-Analysing, L5-Evaluating, L6-Creating)

**PART- A (10x2=20 Marks)**  
(Answer all Questions)

Q.No	Questions	Marks	CO	BL										
1	Describe effective communication in 50 words?	2	CO2	L5										
2	<p>Read the passage and answer the question.</p> <p>After inventing dynamite, Swedish-born Alfred Nobel became a very rich man. However he foresaw its universally destructive power too late. Nobel preferred not to be remembered as the inventor of dynamite; so, in 1985, just two week before his death, he created fund to be used for awarding prize to people who had made worthwhile contributions to humanity. Originally, there were five awards literature, physics, chemistry, medicine, and peace.</p> <p>Questions</p> <p>1.The word ‘foresaw ‘in the line 2 is nearest in meaning to a) Prevailed b) prevented c) postponed d) predicted</p> <p>2. In line 5, ‘worthwhile’ is closet in meaning to a) Economics b) trivial c) prestigious d) valuate.</p>	2	CO2	L1										
3	Why is body language important?	2	CO1	L1										
4	Give two advantages of reading books?	2	CO1	L5										
5	Give two example of non-verbal communication?	2	CO3	L6										
6	How does it mean to be active listener?	2	CO3	L5										
7	<p>Write a sentence or two for each of the term given below.</p> <p>a) Verbal communication</p> <p>b) Nonverbal communication</p>	2	CO1	L2										
8	<p>Match the following types of communication with their distinguishing examples</p> <table><tr><th>Communication</th><th>Example</th></tr><tr><td>Formal</td><td>Talking to friends</td></tr><tr><td>Informal</td><td>Spoken language</td></tr><tr><td>Verbal</td><td>Facial Expression</td></tr><tr><td>Non Verbal</td><td>Memo</td></tr></table>	Communication	Example	Formal	Talking to friends	Informal	Spoken language	Verbal	Facial Expression	Non Verbal	Memo	2	CO3	L5
Communication	Example													
Formal	Talking to friends													
Informal	Spoken language													
Verbal	Facial Expression													
Non Verbal	Memo													
9	Linguist, psychological and emotional are types of -----barriers	2	CO3	L2										
10	What are four language skills that help people to communicate with each other?	2	CO2	L5										

**PART- B (5x 13= 65Marks)**

Q.No	Questions	Marks	CO	BL
11 (a)	What is the role of technology in communication?	13	CO2	L2
<b>OR</b>				
11 (b)	What is the role of newspaper in spreading awareness about society and culture?	13	CO2	L2
12 (a)	What are the key factors affecting communication?	13	CO3	L3
<b>OR</b>				
12 (b)	What have you learnt about the importance of language in communication in a movie that you watched or a book that you read? Explain either the movie or the book in an essay not exceeding 200-250 words.	13	CO3	L3
13 (a)	Instagram/ Facebook culture today has become a global phenomenon. Is it a harmless craze or a dangerous sign of society? Comment on the above statement and provide examples to support to your view point on an essay not exceeding 200-250 words	13	CO3	L4
<b>OR</b>				
13 (b)	Social media communication has been successful to make the world a global village with help of science and technology Discuss the above statement in not more than 200 words	13	CO3	L4
14 (a)	Researchers have uncovered a complex interplay between social comparison, body surveillance, and selfie behaviors among adolescents, highlighting the significant role of self-esteem as a moderating factor. Discuss your answer with example in not more than 200-250 words	13	CO4	L3
<b>OR</b>				
14 (b)	What are 4 types of communication? Explain in 250 words	13	CO4	L3
15 (a)	What is the role of social media in women empowerment?	13	CO1	L2
<b>OR</b>				
15 (b)	How is social media changing the teaching and learning of English.	13	CO1	L2

**PART- C (1x 15=15Marks)**

(Q.No.16 is compulsory)

Q.No	Questions	Marks	CO	BL
16.	Write an essay on the different types of communication barriers.	15	CO1	L4

