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Question Paper Code: 99051

B.E. / B.Tech. DEGREE EXAMINATION, DEC 2021

Open elective

Civil Engineering

19UEN951 – SPEAK BETTER WRITE BETTER

(Common to ALL branches)

(Regulation 2019)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (15 x 1 = 15 Marks)

1. Select the possible answers for "How are you today?" CO1- U
(a) Fine, thank you, and you (b) Hello
(c) How are you? (d) I'm fine, and you
2. Select the correct answers. "Good night" is.. CO1- U
(a) Something we say before we go to sleep.
(b) The first thing we say to people when we see them
(c) Something we say to people when leaving.
(d) Something we say to be polite.
3. Vera: _____ for tearing your book cover. CO1- U
Sera: Don't worry about that.
(a) Thank you (b) I do apologize (c) Excuse me (d) That's very kind of you
4. Hi. I'd like to open a _____ account for my son CO1- U
(a) Save (b) Saver (c) Savings (d) Saved
5. I just got paid today, so I'm going to _____ this cheque into CO1- U
my savings account.
(a) Deposit (b) Withdrawl (c) Deposits (d) Put out

6. This store only accepts cash, so I had to _____ some money CO1- U
 (a) Take out (b) Take up (c) Take in (d) Take about
7. _____ and testimonials are important because they express the opinion of others the applicant's suitability for the position. CO1- U
 (a) Reference (b) Qualification (c) service letter (d) letters
8. _____ indicates the hierarchy of the topics CO1- U
 (a) Appendix (b) List of reference (c) Bibliography (d) Table of contents
9. A _____ is also known as a 'Cover letter' CO1- U
 (a) Resume (b) Curriculum vitae (c) Application letter (d) Sales letter
- 10 Why is smiling a recommended thing to do during attending an interview? CO1- U
 (a) It shows professionalism and confidence
 (b) It shows confidence and uniqueness
 (c) Smiling makes you comfortable in the long run
 (d) Smiling is charity
- 11 With regards to punctuation style, in this style of letter there will be a colon (:) after the salutation and a comma (,) after the complimentary closing. _____ CO1- U
 (a) open punctuation (b) mixed punctuation
 (c) block format (d) modified punctuation
- 12 Used in business and personal life, _____ is a means of communicating electronically via text messages with one or more people in real time. CO1- U
 (a) memorandums (b) netiquette
 (c) instant messaging (IM) (d) Internet protocol messaging
- 13 Why is it important to conquer your fear of public speaking? CO1- U
 (a) It helps you understand how your nerves affect your ability to speak.
 (b) It helps you ask your parents for things without being afraid.
 (c) It teaches you how to be calm
 (d) It helps break the ice in small conversations.

- 14 What does it mean to add your own style when speaking publicly? CO1- U
- (a) Stand as straight as a board and speak in a monotone voice.
- (b) Act like a clown to get everyone's attention.
- (c) Speak how everyone expects you to speak.
- (d) Let your personality shine when speaking.
- 15 What does a successful speech require? CO1- U
- makers typically use.
- (a) Knowledge of both sources and the types of supporting material that speech
- (b) To write about Skills and hobbies in which you are expert
- (c) Talk about a subject with which you have had some personal experience
- (d) None of the above

PART – B (7 x 3= 21 Marks)

- 11 What is formal and informal greeting? CO2- App
- 12 Introduce yourself to the HR Manager of the company in 3 lines. CO2- App
- 13 What are the necessities that require to write a letter to the bank manager? CO2- App
- 14 Discuss the purpose and format of a memo. CO4- App
- 15 Write a sample business letter. CO4- App
- 16 What is Negotiation? CO4- App
- 17 Explain STAR method in Problem Solving CO3- App

PART – C (4 x 16= 64 Marks)

- 18 (a) You are Pulkit , a resident of 221, Pocket V, Mayur Vihar, New Delhi. Your elder sister has suddenly fallen ill just before a competitive examination. Write a letter to your father who is away on a business tour to Mumbai, informing him about her condition. Also ask him to return as early as possible. CO2-App (16)
- Or
- (b) Write a letter to the manager to invite him for the birthday party of your younger brother. Also ask him to permit your colleagues for the same. CO2-App (16)
- 19 (a) Write a letter to the bank manager to request a new ATM card to compensate for the broken card. CO2-App (16)

Or

- (b) People have adapted to wearing face masks as a 'new normal'. CO2-App (16)
But most of them do not know how to dispose of them properly.
Spread awareness regarding the disposal of protective masks by
writing a letter to an editor of a popular newspaper.
- 20 (a) Write a cover letter to be submitted along with the resume. CO2-App (16)
- Or
- (b) What are four barriers to effective communication? Explain in CO4-App (16)
detail.
- 21 (a) Problems That Effective Business Communication Can Solve. CO4-App (16)
Explain in detail.
- Or
- (b) What are the Qualities of a Good Business Letter? CO4-App (16)