



OEEN211

Reg. No.

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**II Semester B.A./B.Sc./B.Com./B.C.A./B.B.A./B.H.M (All UG) Degree
Examination, July/August - 2024**

SPOKEN ENGLISH (Open Elective - 2)

Spoken English for Corporate Jobs

(NEP Scheme Freshers and Repeaters)

Paper : II

Time : 2½ Hours

Maximum Marks : 60

Instructions to Candidates:

1. Answer All the questions.
2. Mention the question numbers correctly.

I. Answer any Ten in one or two sentences each:

(10×2=20)

1. Define two-way conversation.
2. What are the responsibilities of the front desk manager?
3. Elaborate the term Eulogy.
4. What is a good constructive criticism?
5. Name two audio aids used for a presentation.
6. Explain the importance of visualization for effective presentation.
7. What are the occasions for a toast?
8. What are the differences between formal and informal expressions of greeting?
9. What is intonation?
10. Define language fluency.
11. Mention a phrase used to render an apology.
12. Elaborate on the different types of occasional speech.



[P.T.O.]





II. Write a note on any **Four** of the following in about one page each: (4×5=20)

1. Elaborate different levels of language fluency according to popular global standard.
2. How to customer complaints handled?
3. What are Close-ended and Open-ended questions? Give an example.
4. Explain how to prepare an effective presentation.
5. Write instructions for the following situation : How do you create and send an email?

III. Answer any **Two** of the following in about two pages: (2×10=20)

1. Imagine you are launching a new product, write a speech in 150-200 words explaining the product and marketing strategies.
 2. Explain Laray Barna's Sources of Miscommunication in Cross Cultural Exchanges.
 3. Explain the basis on which audio-visual aid should be chosen?
 4. Elucidate the politeness strategies with examples.
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