TEMPLATE 6

University of Kerala UoK -FYUGP

Pedagogical Approaches and Evaluation - 2024

| **University of Kerala** | | |
| --- | --- | --- |
| Discipline: English |  | Time: 1 Hour (60 Mins) |
| Course Code: UK1AECENG104 |  | Total Marks: 28 |
| Course Title: Business Communication I |  |  |
| Type of Course: AEC |  |  |
| Semester: 1 |  |  |
| Academic Level: 100-199 |  |  |
| Total Credit: 3, Theory: 2 Credit, Practical: 1 Credit |  |  |

Part A. 4 Marks. Time: 5 Minutes Objective Type. 1 Mark Each. Answer All Questions (Cognitive Level: Remember/Understand)

| **Qn.**  **No.** | **Question** | **Cognitive Level** | **Course Outcome (CO)** |
| --- | --- | --- | --- |
| 1. | What is a Minute? | Remember | CO-2, CO-3 |
| 2. | What is reading between the lines? | Remember | CO-1 |
| 3. | What is the subject line? | Understand | C0-2 |
| 4. | What is a metaphor | Understand | C0-1, CO-2 |

Part B. 8 Marks. Time: 15 Minutes

Short Answer. 2 Marks Each. Answer All Questions (Cognitive Level: Understand/Apply)

| **Qn.**  **No.** | **Question** | **Cognitive Level** | **Course Outcome (CO)** |
| --- | --- | --- | --- |

| 5. | Explain Upward and Downward channels of communication | Understand | C0-1, C0-4 |
| --- | --- | --- | --- |
| 6. | What are the elements of a  communication | Understand | CO-1,C0-2 |
| 7. | How does Mike create wealth in Dave Nixon’s A Short Story about Wealth Creation. | Apply | C0-3, CO-5 |
| 8. | State the  features and use cases of any four online tools used for business communication in the virtual era | Apply | C0-4, CO-5 |

Part C. 16 Marks. Time: 40 Minutes

Long Answer. 4 Marks Each. Answer all 4 Questions, choosing among options within each question.

(Cognitive Level: Apply/Analyse/Evaluate/Create).

| **Qn.**  **No.** | **Question** | **Cognitive Level** | **Course Outcome (CO)** |
| --- | --- | --- | --- |
| 9. | What is copywriting for E-  Commerce? If you were to become a copywriter for E- Commerce, what methods would you adopt to use  language as a tool for boosting sales? | Apply | CO-1, CO2, C0-5 |
| 10. | Analyse the difference between skimming, scanning, intensive reading and extensive reading with the help of examples | Analyze | CO-1, C0-2 |
| 11. | Assess the extent to which “The  Business Man” reflects Poe’s views on the absurdities of a rigid and calculated approach to life. | Evaluate | C0-1, CO-3, C0-4 |
| 12. | Imagine you are applying for a post in a company, create a CV highlighting relevant skills and experiences | Create | C0-5 |

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| **Cognitive Level** | **Mark s** | **Percentag e** |
| --- | --- | --- |
| Remember | 2 | 7.1 |
| Understand | 6 | 21.4 |
| Apply | 8 | 28.6 |
| Analyse | 4 | 14.3 |
| Evaluate | 4 | 14.3 |
| Create | 4 | 14.3 |
| **TOTAL** | 28 | 100.0 |