

SET A

(FOR THE CANDIDATE ADMITTED DURING THE
ACADEMIC YEAR 2022 ONLY)

(NO. OF PAGES: 2)

22 UEN 202

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : MAY 2023

UG – COURSE (Aided & S.F.)

MAXIMUM MARKS: 50

II SEMESTER

TIME : 3 HOURS

PART - II

COMMUNICATION SKILLS II

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(Objective Questions with four Multiple Choices)

(Qn. No. 1 - 5)

1. The poem *The Professor* shows the typical view of an Indian about _____.
a. power b. economical power c. possession d. success
2. The fifth stage of life according to William Shakespeare is _____.
a. Old man b. soldier c. infant d. Judge
3. The lady mentioned in *The Portrait* was the wife of _____.
a. Earl of Worcester b. Earl of Sussex c. Earl Hurtmere d. Earl of Surrey
4. Baldwin advised Gresham to _____.
a. surrender b. close the bank c. resign from the job d. escape
5. Advertisements can be categorized according to _____.
a. Price b. sales c. theme d. colour

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

6. Recall the age of Desmond Morris's Mother.
7. Explain what happens if you can't say - It's none of your business.
8. Explain the arrangements made by Giangolini's friend for their elopement.
9. Relate why John was filled with shame.
10. Define Slogan.

SECTION – B

(5 X 3 = 15 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.

11. a) Sketch the typical narrow thinking in the poem *The Professor*.
(OR)
b) List two examples of flaws that are commonly found in the arguments presented by modern diet experts.

(CONTD 2)

12.a) “second childishness and mere children”- Interpret.

(OR)

b) Compare and contrast harmless curiosity and corporate espionage.

13.a) Examine the ways in which Lord of the Manor was cheated by Mr. Bigger to buy a Venetian painting.

(OR)

b) Describe the theme of *The Portrait* by Aldous Huxley.

14.a) Assess the significance of the words “I don’t remember”.

(OR)

b) Describe how Baldwin reacts to the opinion of his family.

15.a) Sketch a note on advertisement and give one example of your own.

(OR)

b) Describe Service Advertising with examples.

SECTION – C

(5 X 5 = 25 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.

16. a) Analyze the critical reading of the poem *The Professor*.

(OR)

b) Outline the role of food habits in advocating for the modern man.

17. a) Point out the seven stages of life in detail.

(OR)

b) Justify why personal matters should not be shared in professional life.

18. a) Discuss symbolism exists in *The Portrait* .

(OR)

b) Evaluate the narrative style of *The Portrait* .

19. a) Discuss the bond of friendship between Baldwin and Gresham.

(OR)

b) Evaluate the opening and ending of the play *The Hour of Truth*.

20. a) Outline an advertisement for Silk house.

(OR)

b) Discuss the types of advertising in detail.

ANSWER SCHEME-SET A
PART - III
22UEN202 – COMMUNICATION SKILLS II
SECTION – A **(10 X 1 = 10 MARKS)**

ANSWER THE FOLLOWING QUESTIONS.

1. d. success 2. d. Judge 3. c. Earl Hurtmore 4. b. close the bank 5. c. theme

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(Qn. No. 6 - 10)

6. Desmond Morris's mother, Mabel Morris, was 71 years old in the book "A Little Bit of What You Fancy".
7. People will have to face some of the most awkward situations in business life if they can't say - It's none of your business.
8. Giangolini's friend got them passports under an assumed name, hired horses to be in waiting on the mainland, placed his gondola at their disposal. Giangolini's friend arranged everything for their elopement.
9. Baldwin's son, John was named after John Gresham. If Gresham was convicted, it would spoil his name also. So, John was filled with shame for bearing the name of criminal.
10. In business, a slogan is a catchphrase or small group of words that are combined in a special way to identify a product or company.

SECTION – B **(5 X 3 = 15 MARKS)**
ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.
(Qn. No. 11 to 15) Questions for Short Answers with internal choices – 2 questions from each unit. (K3)

11. a) The speaker is the professor, a learned person with typical stereotype thinking. His sons are settled in life as Sales manager and Bank manager. To him this is only success. His daughters are happily married and having many children. To him his daughters are meant for only marriage and having children and not anything of their own, something worthwhile in life. Having cars is a symbol of being of the modern class and being wealthy. His one son is not doing well and he thinks that it is important to have someone in the family like him, 'a black sheep. The names of his daughters' Sarala and Tarala' both are typical Indian way of name giving reflecting' his way of thinking. Throughout the poem he does not allow his listener to speak much. He is boastful of himself, family and all achievements. A professor with this thinking shows his narrowness
11. b) Overemphasis on Specific Nutrients: Some modern diet experts place too much emphasis on specific nutrients, such as fat or carbohydrates, and overlook the importance of a balanced and varied diet. Lack of Personalization: Some modern diet experts may present their recommendations as universal truths that apply equally to all individuals, regardless of their unique genetic, cultural, or environmental factors.
12. a) In the finale of this seven-act-play of life, the strange and eventful history ends abruptly. It leaves a man with nothing. The last stage of a man's life is his —second childishness and mere oblivion. This is when he loses control of everything that made him an adult. Now, he's helpless and dependent on others, as he was when he was a child.
12. b) Harmless curiosity is an inquisitive desire to know everything about someone or something.

When such information is gathered in a professional way and is used to achieve a competitive advantage, it is called corporate espionage. The writer talks about an incorrigible snoop in his office who was more interested in knowing the personal details of others. He enquires in such a way people cannot deny the information he asks for. He collects information both about the superiors as well as the subordinates. Though it was an irritating behavior, the writer points out that his behavior was harmless and he did not intend any harm to others based on the information he collects.

- 13.a) The customer is a new rich who just for the sake of social status, wants to buy a classical painting by a Venetian master. He has a very little knowledge of the world of classical paintings. The customer does not want to buy pictures of unknown painters. He does not appreciate pieces of art for their artistic value. Mr. Bigger understands the interests of the customer and weaves his own story of Lord Hurtmore to sell the portrait of Lady Hurtmore.
- 13.b) "The Portrait" explores the theme of obsession and the destructive effects it can have on an individual's life. The story follows a young artist who becomes fixated on a portrait he has painted of a beautiful woman and begins to lose touch with reality.
- 14.a) By telling 'I don't remember', Gresham wanted Baldwin to have an attack of his poor memory. He wanted Baldwin to forget a little about the bank crash. To say —I don't remember- in the court, Baldwin could save Gresham from the punishment. Thus, I don't remember 'is very significant to Gresham
14. b) He told them that by accepting the bribe he would be doing a dishonourable thing. Even if outsiders may not know about it, the four of them will know. And once a dishonourable thing is done how can they be sure that they will be honest with each other? If he takes the money he will be a sham, a liar, a hypocrite and a thief. If he does a bad act it will stink to the Almighty Heaven.
- 15.a) Advertisement is a notice or announcement in a public medium promoting a product, service, or event or publicizing a job vacancy. It is marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea.
15. b) Here the focus is not on a factory manufactured item or product but a company providing a service.. In order to keep the public interested in the Railways and familiarize them with their services, advertisements are issued from time to time. You may look for these advertisements in the newspapers and the websites of Indian Railways. Similarly, banks are found to advertise their saving schemes and loan

SECTION – C

(5 X 5 = 25 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.

16. a) The opening line "Remember me?" suggests that the student could not recognize his former geography professor but the latter volunteers to speak to the student. He then introduces himself as Professor Sheth who had once taught Geography to that student. The poem revolves around the typical Indian urban middle class mentality. The speaker here is a professor whose academic excellence is far above from that of a common man. But, instead of having a broad thinking, the professor has a narrow, stereotyped thinking. His views are confined to his family, children and their material achievements in life. He talks about his daughters who are happily married and about his two sons, who are sales and bank managers respectively. Like one with a typical urban mentality, he seems to advocate that women should be happily married and confined to their homes only
- 16.b) One important aspect of food habits for the modern man is the emphasis on eating a balanced and nutritious diet. With so many processed and unhealthy food options available, it can be easy to fall into unhealthy eating patterns that can lead to weight gain, chronic illness, and other health problems. By advocating for healthy food habits, we can help modern men prioritize their health and well-being and improve their quality of life.
- 17.a) The man in the poem goes through these stages all expressed in a sardonic tone:
1. Infancy, 2. Whining school boy, 3. The lover, 4. The soldier, 5. The justice, 6. Old Age
7. Incapacity
- 17.b) McCormack conveys that sharing the personal details with the co-workers is not necessary

and it may harm one's stay in a work place. He alludes an embarrassing incident to prove his point. Once a professional developed a warm friendship with the CEO and shared all the details regarding his personal life and commitments. On another occasion, when the employee fails to answer one of the questions asked by the CEO, the boss insults the employee based on the information shared with him in a private conversation. Hence, the writer affirms that one need not disclose the personal details at the work place for the individual's safety and dignity.

18. a) Huxley uses symbolism throughout the story to convey the protagonist's descent into madness. The portrait itself is a symbol of the artist's obsession, as he becomes more and more consumed by the image of the woman he has painted. The description of the portrait's eyes also serves as a symbol of the artist's growing madness, as he becomes convinced that the painting is alive.
- 18.b) "The Portrait" is written in a third-person omniscient narrative style, which allows the reader to see into the mind of the protagonist and understand his descent into madness. The narrator also provides a sense of detachment from the events of the story, which adds to the overall sense of unease and foreboding.
- 19.a) Baldwin and Gresham had been friends since their boyhood. They had known each other for over 35 years. Baldwin was an honest, diligent and hardworking employee. He was very kind and loyal to his friend Mr. Gresham. Gresham was the president of National Bank. Baldwin considered Mr. Gresham as a good boss. He had even named his son after Gresham. Gresham had been arrested for misappropriation of money at the bank and Baldwin was to testify against him. Gresham had offered Baldwin a hundred thousand dollars, if he would utter the words —I don't remember in the court, during the trial. Though he was a good friend to Gresham, he had rejected the offer.
- 19.b) The play opens very beautifully with a fine description of the weather which is hot and sultry. We see the Baldwin family anxiously waiting for the return of its head. It obviously shows there is some trouble. Martha, Evie and John are worried why Baldwin has not returned home. Through this opening, the readers are made ready to receive some bad news that will bring in suspense and mystery.
The play ends settling all the questions that were raised in the beginning and through the events of the story. The good man is rewarded. Marshall, the President of the Third National, a huge prestigious bank comes with an offer of a good position for Baldwin.

20.a)



20. b) 1) Product Advertising: The main focus of the ad in this case is the product and not the company or manufacturer. 2) Service Advertising: In order to keep the public interested in the Railways and familiarize them with their services, advertisements are issued from time to time. You may look for these advertisements in the newspapers and the websites of Indian Railways. 3) Public Service Advertising: This is also called social service advertising or development advertising. Here the focus is on issues that impact society on a larger scale, such as family planning, national integration, polio eradication, and pollution control. The main purpose is to create public awareness through hard-hitting direct messages. 4) Institutional Advertising: These ads are directed at creating a good public image of a company. The ads focus on the organization's work in areas of research, development and quality control.