

TEMPLATE 5

University of Kerala UoK -FYUGP

Pedagogical Approaches and Evaluation - 2024

| **University of Kerala** | | |
| --- | --- | --- |
| Discipline: Communicative English |  | Time: 1 Hour 30 Minutes (90 Mins.) |
| Course Code: UK1DSCECE100 |  | Total Marks: 42 |
| Course Title: English for Daily Use |  |  |
| Type of Course: DSC |  |  |
| Semester: 1 |  |  |
| Academic Level: 100-199 |  |  |
| Total Credit: 3, Theory: 3 Credit  (Applicable for 4 Credit Course with 1 Credit Practical Also) |  |  |

Part A. 6 Marks. Time: 6 Minutes

Objective Type. 1 Mark Each. Answer All Questions (Cognitive Level: Remember/Understand)

| **Qn.**  **No.** | **Question** | **Cognitive Level** | **Course Outcome (CO)** |
| --- | --- | --- | --- |
| 1. | What do you understand about the term mass communication? | Remember | CO-2 |
| 2. | Name two  types of grapevine | Remember | CO-1, CO-3 |
| 3. | Give an example of a psychological barrier to communication | Understand | CO-1, CO-3 |
| 4. | What is non-verbal communication? | Understand | CO-1 |
| 5. | Give a commonly used phrase that one would use to present a work to colleagues. | Understand | CO-2, CO-4 |

| 6. | What is the function of minutes? | Understand | C0-1, C0-4 |
| --- | --- | --- | --- |

Part B. 8 Marks. Time: 24 Minutes

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

| **Qn.**  **No.** | **Question** | **Cognitive Level** | **Course Outcome (CO)** |
| --- | --- | --- | --- |
| 7. | What are the functions of non-verbal communication?  . | Understand | CO-1, CO-2, CO-4 |
| 8. | Write two pros and cons of social media | Understand | C0-3, CO-5 |
| 9. | Write an e-mail to the HR head of your company, recommending a friend for a vacant post. | Apply | CO-4, CO-5 |
| 10. | Write the steps one should follow in filing an RTI request | Apply | CO-5 |

Part C. 28 Marks. Time: 60 Minutes

Long Answer. 7 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)** |
| --- | --- | --- | --- |
| 11. | a)Arif Sharma, Founder of XYZ Company, is seeking a Computer System Analyst. The candidate must hold a postgraduate degree or  M.Tech in Computer Science. Apply with a job application and resume to Arif Sharma, Bailey Road, State Bank Colony, Patna, Bihar.  OR  b)What are the do's and don'ts in preparing a resume? | Apply | C0-1, CO-4, CO-5 |
| 12. | a)Analyze the pros and cons of social media in society  OR  b)You are the owner of Josh and Brothers Pvt. Ltd. You have received a lot of orders from various customers. Write a letter to one of the customers informing them about a delay in the order. | Analyze | CO-3, CO-5 |
| 13. | a)What are the different channels of communication?  OR  b) You are the marketing head of a popular cosmetic company. Prepare a questionnaire including fourteen relevant questions to ask the consumers to analyse and measure their experience regarding a newly launched product. | Evaluate | CO-1, CO-2 |
| 14. | a)Draft a letter requesting an educational loan from a bank.  OR  b) Write a dialogue between Salfa and her friend, Karthika, discussing vacation plans. | Create | CO-1, CO-4, C0-5 |

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| **Cognitive Level** | **Mark s** | **Percentag e** |
| --- | --- | --- |
| Remember | 2 | 4.8 |
| Understand | 8 | 19.0 |
| Apply | 11 | 26.2 |
| Analyse | 7 | 16.7 |
| Evaluate | 7 | 16.7 |
| Create | 7 | 16.7 |
| **TOTAL** | **42** | **100** |

| **Course Outcomes** | **Mark s** | **Percentag e** |
| --- | --- | --- |
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| **TOTAL** | **56** | **100** |