

Reg No:.....  
Name :.....

K24FY 1448 (C)

**First Semester FYUGP Functional English Examination**  
**NOVEMBER 2024 (2024 Admission onwards)**  
**KU1DSCFNG104 (ENGLISH FOR PROFESSIONAL**  
**SUCCESS)**  
(DATE OF EXAM: 6-12-2024)

Time : 90 min

Maximum Marks : 50

**Part A (Answer any 6 questions. Each carries 2 marks)**

1. What are the key principles of effective written communication? 2
2. How can you give advice in a helpful and supportive way? 2
3. Why is clear and concise communication important in marketing and sales? 2
4. How can you prepare effectively for a meeting? 2
5. Mention two tips for writing engaging tweets? 2
6. What are the character limits for a tweet? 2
7. What is the purpose of social media? What are some popular social media platforms? 2
8. How can you create a professional profile on LinkedIn? What information should you include in your online profile? 2

**Part B (Answer any 4 questions. Each carries 6 marks)**

9. Explain the role of body language in nonverbal communication. 6
10. Analyse the importance of performance reviews in managerial communication, providing real-world examples. 6
11. What is a value proposition? Why is a strong value proposition important? How can you articulate your value proposition clearly and concisely? 6
12. What is a memorized presentation? What are the advantages and disadvantages of a memorized presentation? 6
13. Your company is launching a new product line. Write a press release that generates media interest and excitement. 6
14. Write a compelling bio for your social media. 6

**Part C (Answer any 1 question(s). Each carries 14 marks)**

1

15. (a) Explain the importance of non verbal communication in a professional setting. 7  
(b) Define professional communication and explain its significance in personal and professional life. 7
16. (a) Analyze the key strategies for managing meetings effectively, including setting clear objectives, creating a positive meeting environment, and managing time efficiently. 7  
(b) How can effective public speaking skills help individuals to persuade others and achieve their goals? 7