

**FIFTH SEMESTER U.G. (CUCBCSS—UG) DEGREE [SPECIAL]
EXAMINATION, NOVEMBER 2020**

Functional English

FEN 5D 04—PERSONALITY EFFECTIVENESS PROGRAMME

Time : Two Hours

Maximum : 40 Marks

Part A

*All questions to be attended.
Each question carries ½ mark.*

I. Answer the following questions :

- 1 _____ is a set of emotional qualities that make a person.
(Personality, Trait, Identity)
- 2 The ability to learn and understand is _____.
(Creativity, Intelligence, Aptitude)
- 3 _____ is fear or nervousness about what might happen.
(Curiosity, Anxiety, Procrastination)
- 4 _____ is a key term in personality development.
(Knowledge, Intelligence, Delay)
- 5 Cognition refers to _____.
(Experience, Knowledge, Knowing)
- 6 _____ are the internal psychological states that arise from needs.
(Drives, Motives, Goals)

(6 × ½ = 3 marks)

Part B

*All questions can be attended and Overall Ceiling.
Each question carries 2 marks.*

II. Answer any *five* of the following in two or three sentences each :

- 7 Freud.
- 8 Procrastination.
- 9 Cardinal Traits.

Turn over

- 10 Intrapersonal Communication.
- 11 Motivation.
- 12 Perception.
- 13 Drives.

(5 × 2 = 10 marks)

Part C

*All questions can be attended and Overall Ceiling.
Each question carries 5 marks.*

III. Answer any *three* of the following in about 100 words each :

- 14 Transactional Analysis.
- 15 Goal Setting.
- 16 Stress Management.
- 17 Self Esteem.

(3 × 5 = 15 marks)

Part D

*All questions can be attended and Overall Ceiling
The question carries 12 marks.*

IV. Answer any *one* of the following in about 300 words each :

- 18 Leadership Qualities.
- 19 Key terms in personality development.

(1 × 12 = 12 marks)

**FIFTH SEMESTER U.G. (CUCBCSS—UG) DEGREE [SPECIAL]
EXAMINATION, NOVEMBER 2020**

Functional English

FEN 5D 01—ENGLISH FOR BUSINESS COMMUNICATION

Time : Two Hours

Maximum : 40 Marks

Part A

*All questions to be attended.
Each question carries ½ mark.*

I. Answer the following questions :

- 1 A business letter should be _____.
(Personal, Convincing, Informal)
- 2 P.S. Stands for _____.
(Post Script, Postal Service, Poor Service)
- 3 _____ is the official record of the proceedings of a meeting.
(Agenda, Resolution, Minutes)
- 4 There is no Complimentary close in _____.
(Memorandum, Official letter, Business letter)
- 5 'Concise' means _____.
(Brief, Clear, Effective)
- 6 Correspondence can be divided into _____ types.
(Three, Four, Five)

(6 × ½ = 3 marks)

Part B

*All questions can be attended and overall ceiling.
Each question carries 2 marks.*

II. Answer any *five* of the following in two or three sentences each :

- 7 Function of Correspondence.
- 8 Personal Correspondence.
- 9 Minutes.

Turn over

- 10 Salutation.
- 11 Types of Correspondence.
- 12 Characteristics of a Good Advertisement.
- 13 Demi-official letter.

(5 × 2 = 10 marks)

Part C

*All questions can be attended and overall ceiling.
Each question carries 5 marks.*

III. Answer any *three* of the following in about 100 words each :

- 14 Resume Preparation.
- 15 Editing.
- 16 Types of Business Letters.
- 17 Precis Writing.

(3 × 5 = 15 marks)

Part D

*All questions can be attended and overall ceiling.
The question carries 12 marks.*

IV. Answer any *one* of the following in about 300 words each :

- 18 Salient features of business reports.
19. Business Communication.

(1 × 12 = 12 marks)

**FIFTH SEMESTER U.G. (CUCBCSS—UG) DEGREE [SPECIAL]
EXAMINATION, NOVEMBER 2020**

Functional English

FEN 5B 10—CONTEMPORARY LITERARY AND CULTURAL THEORY

Time : Three Hours

Maximum : 80 Marks

Section A

*Answer all questions.
Each question carries 1 mark.*

1. (a) Semantics deals with _____.
(Semiotics, Meaning, Structure)
- (b) _____ was a disciple of Freud.
(Lacan, Barthes, Derrida)
- (c) 'Activity/Passivity' is in _____ opposition.
(Binary, Tertiary, Secondary)
- (d) The narrative is addressed to the _____.
(Narratee, Narrator, Narration)
2. (a) '_____' is a term which represents a social group with a shared history.
(Ethnicity, Race, Diegesis)
- (b) The process of constructing history is _____.
(Historiography, Discourse, Diachrony)
- (c) Derrida is a _____ philosopher.
(French, German, Greek)
- (d) 'Ecriture Feminine' means 'feminine _____'.
(Phase, Writing, Literature)

Turn over

3. (a) Freud is a _____.
(Psychoanalyst, Grammarian, Phonologist)
- (b) Jacobson is a _____ theorist.
(Greek, German, Russian)
- (c) _____ is associated with Phenomenology.
(Wolfgang Iser, Paul de Man, Jaques Derrida)
- (d) _____ represents social groups.
(Ethnicity, Race, Habitat)

(12 × 1 = 12 marks)

Section B

*Answer at least six questions.
Each question carries 3 marks.
All questions can be attended.
Over Ceiling 18.*

4. Elaine Showalter.
5. Semiotics.
6. Discourse.
7. Saussure.
8. Intertextuality.
9. Race.
10. Terry Eagleton.
11. Roland Barthes.
12. Mimesis.
13. Fore grounding.
14. Subjectivity.
15. Identity.

(6 × 3 = 18 marks)

Section C

*Answer at least **four** questions.*

Each question carries 7 marks.

All questions can be attended.

Over Ceiling 28.

16. Structuralism.
17. Queer Theory.
18. Deconstruction.
19. Ideology.
20. Logocentrism.
21. Dalit Studies.
22. Sigmund Freud.
23. Phallogentrism.
24. Cultural Materialism.
25. Culture.

(4 × 7 = 28 marks)

Section D (Short Answer)

*Answer any **two** questions.*

Each question carries 11 marks.

26. Post-Colonial theories.
27. New Historicism.
28. Feminisms.
29. Marxist Criticism.

(2 × 11 = 22 marks)

**FIFTH SEMESTER U.G. (CUCBCSS—UG) DEGREE [SPECIAL]
EXAMINATION, NOVEMBER 2020**

Functional English

FEN 5B 09—THEATRE FOR COMMUNICATION

Time : Three Hours

Maximum : 80 Marks

Section A

*Answer all questions.
Each question carries 1 mark.*

- I. (a) 1 The term 'drama' comes from a Greek word meaning '_____'.
(Action, Dialogue, Play)
- 2 _____ is the final resolution in a play.
(Perioeteia, Denouncement, Catharsis)
- 3 _____ is a creative art.
(Action, Direction, Memorising)
- 4 *A Doll's House* is a play by _____.
(Strindberg, Marlowe, Ibsen)
- (b) 5 Pinter is a _____ playwright.
(French, Spanish, British)
- 6 Shylock is a character in _____.
(As You Like It, Merchant of Venice, Othello)
- 7 Euripides is associated with _____.
(Comedy, Tragedy, Farce)
- 8 *Hamlet* is a play by _____.
(Marlowe, Shakespeare, Kyd)
- (c) 9 *The Theatre of the Absurd* is a work by _____.
(Martin Esslin, Harold Pinter, Christopher Marlowe)

Turn over

- 10 _____ is associated with Epic Theatre.
(Brecht, Ibsen, Strindberg)
- 11 *Poetics* is a work by _____.
(Plato, Aristotle, Socrates)
- 12 _____ deals with the dark side of life.
(Comedy, Farce, Tragedy)

(12 × 1 = 12 marks)

Section B

Answer at least six questions.

Each question carries 3 marks.

All question can be attended.

Over Ceiling 18.

- II. 13 Antagonist.
14 Catharsis.
15 Interlude.
16 Dramatic Unities.
17 Masque.
18 Portia.
19 *As You Like It*.
20 Augusto Boal.
21 Soliloqui.
22 Iago.
23 Arthur Miller.
24 *Gorbuduc*.

Section C

Answer at least four questions.

Each question carries 7 marks.

All question can be attended.

Over Ceiling 28.

- III. 25 Modern Theatre.
- 26 Direction.
- 27 *Natyasastra*.
- 28 Jerzy Grotowsky.
- 29 The social context of theatrical activity.
- 30 Theatre and Communication.
- 31 Aristotle.
- 32 Tragedy.
- 33 Epic Theatre.
- 34 Theatre and Youth.

(4 × 7 = 28 marks)

Section D

Answer any two questions.

Each question carries 11 marks.

- IV. 35 The history of Theatre.
- 36 Realist Playwrights.
- 37 Twentieth Century Theatre.
- 38 Theatrical Techniques.

(2 × 11 = 22 marks)

**FIFTH SEMESTER U.G (CUCBCSS—UG) DEGREE [SPECIAL] EXAMINATION
NOVEMBER 2020****Functional English****FEN 5B 08—FUNCTIONAL ENGLISH FOR PRINT MEDIA****Time : Three Hours****Maximum : 80 Marks****Section A**

*Answer all questions.
Each question carries 1 mark.*

- I. (a) 1 _____ is the oldest form of electronic media.
(Radio, Television, Internet)
- 2 Television is invented by _____.
(Madam Curie, John Logie Baird, Thomas Edison)
- 3 VLF stands for very _____ frequency.
(Long, Low, Light)
- 4 The Public Press is _____ Estate.
(Third, Fourth, Fifth)
- (b) 5 _____ space is a social networking site.
(Our, My, Your)
- 6 'Taboo' means _____.
(Wrong, Unbelievable, Forbidden)
- 7 Morse Code is invented by _____ Morse.
(Peter, John, Samuel)
- 8 _____ is the most cost effective mass medium.
(Television, Newspaper, Radio)

(c) 9 NRS stands for National _____ survey.

(Rating, Readership, Reader)

10 _____ is a video based search engine.

(Television, You Tube, Blog)

11 RTI stands for Right to _____.

(Imitate, Instruction, Information)

12 'WWW' stands for World Wide _____.

(Web, Wisdom, Wonder)

(12 × 1 = 12 marks)

Section B

*Answer atleast six questions.
Each question carries 3 marks.
All questions can be attended.
Overall Ceiling 18.*

13. Source.

14. 'The Bengal Gazette'

15. Script.

16. The disadvantages of Radio.

17. Facebook.

18. Body Language.

19. RJ.

20. CATV.

21. Instant Global Radio.

22. Code of Ethics.

23. Freedom of Press.

24. News Letters

Section C

Answer atleast four questions.

Each question carries 7 marks.

All questions can be attended.

Overall Ceiling 28.

25. News Reporting.
26. New Journalism.
27. Letters to the Editor.
28. Radio.
29. Proof Reading.
30. Sub-editing.
31. Elements of Communication.
32. Types of Communication.
33. Characteristics of Mass Media.
34. Sports Reporting.

(4 × 7 = 28 marks)

Section D

Answer any two questions.

Each question carries 11 marks.

35. Fundamentals of Media Writing.
36. Print Media.
37. Making of a News Paper.
38. Functional English in Journalism.

(2 × 11 = 22 marks)

**FIFTH SEMESTER U.G. (CUCBCSS—UG) DEGREE [SPECIAL]
EXAMINATION, NOVEMBER 2020**

Functional English

FEN 5B 07—CREATIVE WRITING

Time : Three Hours

Maximum : 80 Marks

Section A

*Answer all questions.
Each question carries 1 mark.*

1. (a) 1 _____ is a story designed to teach a moral lesson.
(Anecdote, Parable, Epigram)
- 2 The Chief Person in a story is _____.
(Antagonist, Villain, Protagonist)
- 3 All writers fall in love with _____.
(Women, Men, Words)
- 4 'The Thought Fox' is a poem by _____.
(Ted Hughes, Philip Larkin, W.H. Auden)
- (b) 5 *Emma* is written by _____.
(Toni Morrison, Jane Austin, Kamala Das)
- 6 *Essay on Man* is a/an _____ written by Pope.
(Essay, Poem, Drama)
- 7 Pinter is a _____.
(Novelist, Poet, Dramatist)
- 8 _____ is a Romantic poet.
(Shelley, Arnold, Gray)

Turn over

- 9 _____ is far fetched comparison.
(Pun, Irony, Conceit)
- 10 _____ originally meant a fresh story.
(Play, Novel, Biography)
- 11 Dylan Thomas is a _____ poet.
(Victorian, Neo-classical, Modern)
- 12 Creative language frequently makes use of _____ forms.
(Voiced, Voiceless, Paradoxical)

(12 × 1 = 12 marks)

Section B*Answer atleast six questions.**Each question carries 3 marks.**All questions can be attended**Overall Ceiling 18.*

13. *The Bluest Eye.*
14. Archaism.
15. Autobiography.
16. Euphuism.
17. W.B. Yeats.
18. Memoir.
19. 'Ode to a Nightingale'.
20. Genre.
21. Refrain.
22. M.H. Abrams.
23. Shklovski.
24. John Milton.

(6 × 3 = 18 marks)

Section C

*Answer atleast **four** questions.*

Each question carries 7 marks.

All questions can be attended.

Overall Ceiling 28.

25. Tragedy.
26. Sonnet.
27. Satire.
28. Blog writing.
29. Magic Realism.
30. Dramatic Monologue.
31. William Shakespeare.
32. Types of Plagiarism.
33. Stream of Consciousness.
34. Creative Writing.

(4 × 7 = 28 marks)

Section D

*Answer any **two** questions.*

Each question carries 11 marks.

35. Types of Poetry.
36. Write a story on the theme 'Innocence'.
37. Types of Fiction.
38. Write a travelogue on a place you recently visited.

(2 × 11 = 22 marks)

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Name.....

Reg. No.....

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS—UG)

Functional English

FEN 5D 03—ENGLISH FOR PROFESSIONAL SUCCESS

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A

Answer at least eight questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 24.

1. Write any *two* expressions of thanking someone.
2. What do you mean by body language ?
3. How do you prepare for an interview ?
4. What is an appointment letter ?
5. What is a mock interview ?
6. Explain downward communication.
7. How do we end a meeting ?
8. What are negotiation skills ?
9. What is an interview letter ?
10. Prepare a question that can be asked in an interview.
11. Explain guided presentation.
12. Give a polite way for stating an opinion.

(8 × 3 = 24 marks)

Turn over

Section B

Answer at least five questions.

Each question carries 5 marks.

All questions can be attended.

Overall Ceiling 25.

13. Explain the features of effective communication.
14. Mention some good presentation strategies.
15. Differentiate between monologue and guided presentations.
16. Comment on the different types of interview questions.
17. Do's and Don'ts of an interview.
18. What are the different types of letters ?
19. Discuss the different types of communication.

(5 × 5 = 25 marks)

Section C

Answer any one question.

The question carries 11 marks.

20. How important is communication in business ?
21. Discuss the features of Emails. What are the do's and don'ts of drafting an e-mail ?

(1 × 11 = 11 marks)

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS--UG)

Functional English

FEN 5D 02--LANGUAGE FOR ADVERTISING THEORY AND PRACTICE

(2019 Admissions)

Time Two Hours

Maximum : 60 Marks

Section A

Answer at least eight questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 24.

1. Explain non-Mass Media Ads and its characteristics.
2. Differentiate Service Ads from Public service Ads.
3. Discuss Industrial Advertising.
4. Explain the components of an advertisement.
5. List the qualities required for a copywriter.
6. What are the elements of an advertising copy ?
7. Differentiate electronic media from New Media.
8. List the factors to be considered in designing a logo.
9. Explain the types of a body copy.
10. List the top five advertising agencies in India.
11. State the Pros and Cons of special effects in designing.
12. How Visual effects enhance the content of advertisement ?

(8 × 3 = 24 marks)

Section B

Answer at least five questions.

Each question carries 5 marks.

All questions can be attended.

Overall Ceiling 25.

13. Enumerate the major functions and characteristics of an advertising agency.
14. Bring a note on the types of advertising.

Turn over

15. Discuss the importance of visuals in an advertisement campaign.
16. Illustrate the importance of logo in brand building.
17. Analyse the major criterion for media selection.
18. Elucidate the major principles of designing.
19. Explain the roles and types of an advertising agency.

(5 × 5 = 25 marks)

Section C

Answer any one question.

The question carries 11 marks.

20. Examine the impact of persuasive techniques used in any of the recent advertisements.
21. Enumerate the role of copy writing and its scope in Indian Advertisement Industry.

(1 × 11 = 11 marks)

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS—UG)

Functional English

FEN 5D 01—ENGLISH FOR COMPETITIVE EXAMINATIONS

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A

*Answer at least eight questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

1. Pick out the nearest synonym for the following word : dialectic
 - (a) Argumentative.
 - (b) Instructive.
 - (c) Constructive.
 - (d) Destructive.
2. The Indian team will win the match, _____ (Question Tag)
3. The principal congratulated me _____. (Complete the sentence)
4. Give two antonyms each for the following :
 - (a) Chaos.
 - (b) Ecstasy.
5. Identify part of speech of the underlined words in the following sentence :
 - (a) Shobha ran to the nearest station quickly but she missed the train.
6. Differentiate between the meaning of the words : dies and dice
7. best/are/books/our/friends (Rearrange to form a meaningful sentence)
8. Correct the following sentence : We had gone to the movies last night.
9. I shall be leaving _____ Madras at 9:30 pm _____ train.

Turn over

10. Suganya stood by her husband in weal and woe. Choose an appropriate phrase to replace the underlined idiom
- (a) During the operation. (b) During illness.
 (c) By hook or crook. (d) In prosperity and adversity.
11. This is the book —————. (Sentence completion)
12. We met ————— European lady and ————— American tourist in the market.
 (Use appropriate articles)

(8 × 3 = 24 marks)

Section B

Answer at least five questions.

Each question carries 5 marks.

All questions can be attended.

Overall Ceiling 25.

13. Describe the different types of pronouns and three rules each regarding their use.
14. Write a short note on Articles.
15. Use of Question Tags.
16. Illustrate rules related to subject verb agreement (concord).
17. Modal Auxiliaries.
18. Phrasal verbs.
19. Types of adjectives.

(5 × 5 = 25 marks)

Section C

Answer any one question.

The question carries 11 marks.

20. Tenses in English.
21. Parts of speech.

(1 × 11 = 11 marks)

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(Pages : 2)

Name.....

Reg. No.....

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS-UG)

Functional English

FEN 5B 10—CONTEMPORARY LITERARY THEORIES

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. Aporia.
2. Deep Ecology.
3. New Criticism.
4. Super ego.
5. Class consciousness.
6. Binary Oppositions.
7. Distinguish between Sex and Gender.
8. Second wave of feminism.
9. Paradox.
10. What is the difference between syntactic and lexical ambiguity ?
11. Distinguish between signified and signifier.
12. Ecriture Feminine.
13. Eco Criticism.
14. Patriarchy.
15. Condensation.

(10 × 3 = 30 marks)

Turn over

Section B

*Answer at least five questions.
Each question carries 6 marks.
All questions can be attended.
Overall Ceiling 30.*

16. Ambiguity.
17. Hegemony.
18. Defamiliarisation.
19. Textuality of History.
20. Latent Content and Manifested Content.
21. Biopolitics.
22. LGBTIQ.
23. Langue and Parole.

(5 × 6 = 30 marks)

Section C

*Answer any two questions.
Each question carries 10 marks.*

24. Eco- Criticism.
25. Structuralism Vs Post - Structuralism.
26. Feminism.
27. New Historicism.

(2 × 10 = 20 marks)

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS—UG)

Functional English

FEN 5B 09—THEATRE FOR COMMUNICATION

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. What is Masque ?
2. What are morality plays ?
3. Define tragi-comedy.
4. Who wrote *Oedipus Rex* ?
5. Differentiate between scene and act.
6. Who is associated with the theatre of cruelty ?
7. Mention important plays of Aeschylus.
8. What are interludes ?
9. What is Epic theatre ?
10. What is Street drama ?
11. Comment on *The Poetics*.
12. What is Kitchen Sink Drama ?
13. What is poor theatre?

Turn over

14. Define farce.
15. What is melodrama ?

(10 × 3 = 30 marks)

Section B

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Elements of tragedy.
17. Morality plays.
18. Augusto Boal's ideas on theatre.
19. Social criticism and drama.
20. Aspects of drama as a performing art.
21. Ritualistic theatre.
22. Theatre of the Anger.
23. Theatre of the Absurd.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Evaluate the contributions of ancient Greek playwrights.
25. Examine the origin and development of English drama.
26. Explain the psycho-physical system advocated by Stanislavski.
27. Critically evaluate Aristotle's observations of drama.

(2 × 10 = 20 marks)

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS—UG)

Functional English

FEN 5B 08—PRINT MEDIA

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. Define Masthead and Jump line with examples.
2. Briefly explain the gravure process in printing.
3. Explain the difference between masthead and nameplate in a newspaper with an example.
4. Differentiate bleed and slug.
5. How is gutter different from bleed ?
6. Write about media convergence with examples.
7. Give a note on Editorial and its structure, types with examples.
8. Define Beat.
9. What is a Sting operation ?
10. Explain the role of language and tense in Caption writing.
11. Differentiate a tabloid from magazine and newspaper.
12. What is a tombstone advertisement ?
13. Differentiate between New media and Electronic media.
14. Explain lead and list the types of leads.
15. What is a style book ?

(10 × 3 = 30 marks)

Turn over

Section B

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Discuss the importance of choice of medium with examples.
17. "Letter to the editors is a phase of making Newspaper as people's voice". Discuss
18. Explain in detail the interrelation of Citizen Journalism and misinformation.
19. Discuss the necessity of investigative journalism in betterment of the community.
20. Yellow journalism is significantly reducing the news value. Argue with examples.
21. Define news agencies and state a few prominent news agencies.
22. Review a recent book or a film from a media perspective.
23. Explain various factors to be considered in proofreading. List a few mistakes in punctuation.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Explain in detail "the Phases of freedom of press in pre-independence, post-independence and the present".
25. Explain the influence created by various forms of journalism in reporting COVID-19 pandemic.
26. Upholding media ethics. Argue boon and bane.
27. Discuss the influence of feature writing over news writing in creating awareness.

(2 × 10 = 20 marks)

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS --UG)

Functional English

FEN 5B 07-- TRANSLATION STUDIES

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. What do you mean by Target Language ?
2. Define transliteration.
3. What is linguistic untranslatability ?
4. Intersemiotic Translation.
5. Who found the Centre for Translation and Comparative Cultural Studies ?
6. Ethnicity of a Language.
7. J. C. Catford's definition of Translation.
8. Translation and Cultural Theory.
9. Technical translation.
10. Translating idioms.
11. Equivalence.
12. Faithfulness in Translation.
13. What is Transcreation ?
14. The role of the interpreter in translation.
15. Phonological translation.

(10 × 3 = 30 marks)

Turn over

Section B

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Describe the theories of Anton Popovic.
17. Translating poetry.
18. Give examples of untranslatability from your mother tongue to English.
19. Theoretical framework of Susan Bassnett's views on Translation.
20. Explain the uses of machine translation with your own examples.
21. Describe briefly the kind of technical translation used in the IT field
22. What is non literary translation?
23. Relevance of media translation in the present era.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Examine the role played by cultural factors in translation. Cite suitable examples from your personal experience.
25. What are the different theories of translation ? Explain any two of them.
26. Attempt an essay on the co- relation between translation and technology.
27. Discuss the contribution of any two translators to translation theory.

(2 × 10 = 20 marks)

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS-UG)

Functional English

FEN 5D 04– PERSONALITY EFFECTIVENESS PROGRAMME

Time : Two Hours

Maximum : 40 Marks

I. Answer the following questions :

1. Freud is associated with
(a) Psychoanalysis. (b) Motivation.
(c) Personality.
2. Cognition refers to
(a) Experience. (b) Knowing.
(c) Raw data.
3. are the internal, psychological states that arise from needs.
(a) Goals. (b) Drives.
(c) Motives.
4. means the action of delaying.
(a) Forecast. (b) Procrastination.
(c) Advance.
5. A person's ability in a particular field is
(a) Altitude. (b) Aptitude.
(c) Interest.
6. ' ' is a key term in personality development.
(a) Memoir (b) Memory.
(c) Memo.

(6 × ½ = 3 marks)

II. Answer any *five* of the following in two or three sentences each :

7. Motivation.
8. Social interaction.

9. Cardinal traits.
10. Non-verbal communication.
11. Inter-personal communication.
12. Introversion.
13. Carl Jung.

(5 × 2 = 10 marks)

III. Answer any *three* of the following in about 100 words each :

14. Personality.
15. Leadership.
16. Job Satisfaction.
17. Team building.

(3 × 5 = 15 marks)

IV. Answer any *one* of the following in about 300 words each :

18. Key terms in personality development.
19. Skills for personal effectiveness.

(1 × 12 = 12 marks)

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS-UG)

Functional English

FEN 5D 03—ADVERTISING : THEORY AND PRACTICE

Time : Two Hours

Maximum : 40 Marks

I. Answer the following questions :

1. Advertisements influence to decision of the _____ .
(a) Seller. (b) Consumer.
(c) Market.
2. Many _____ tend to distract the drivers.
(a) Fliers. (b) Brochures.
(c) Billboards.
3. _____ is the father of modern advertising.
(a) Albert Lasker. (b) Philip Sidney.
(c) Paul Roberts.
4. Advertisement is always _____ .
(a) Static. (b) Dynamic.
(c) Disastrous.
5. QR stands for quick _____ .
(a) Reader. (b) Response.
(c) Remedy
6. ROI stands for Return of _____ .
(a) Investment (b) Income.
(c) Interest.

(6 × ½ = 3 marks)

II. Answer any *five* of the following in two or three sentences each :

7. Trademark.
8. Graphics.

Turn over

9. Flyer.
10. Logos.
11. Green marketing.
12. Headlines.
13. Client satisfaction.

(5 × 2 = 10 marks)

III. Answer any *three* of the following in about 100 words each :

14. New Media Advertisements.
15. Components of Advertising.
16. The negative impact of advertisement.
17. Women in advertisements.

(3 × 5 = 15 marks)

IV. Answer any *one* of the following in about 300 words each :

18. Characteristics of a good advertisement.
19. Advertisement and Creativity.

(1 × 12 = 12 marks)

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS UG)

Functional English

FEN 5D 02 THEATRE FOR COMMUNICATION

Time : Two Hours

Maximum 40 Marks

I. Answer the following questions :

1. Aristotle was a disciple of
 - (a) Plato.
 - (b) Socrates.
 - (c) Longinus.
2. _____ is associated with Epic Theatre.
 - (a) Shaw.
 - (b) Ibsen.
 - (c) Brecht.
3. Ma~~b~~eth is a play by _____.
 - (a) Shakespeare.
 - (b) Marlowe.
 - (c) Strind Berg.
4. Aristotle considered _____ superior to comedy.
 - (a) Interlude.
 - (b) Tragedy.
 - (c) Farce.
5. The chief person in a drama is _____.
 - (a) Antagonist.
 - (b) Villain.
 - (c) Protagonist.
6. Sophocles is a _____ playwright.
 - (a) German.
 - (b) Greek.
 - (c) English.

(6 × ½ = 3 marks)

II. Answer any *five* of the following in two or three sentences each :

7. Aeschylus.
8. Moliere.

Turn over

9. Ibsen.
10. Dramatic unities.
11. Revenge tragedy.
12. Augusto Boal.
13. Poetics.

(5 × 2 = 10 marks)

III. Answer any *three* of the following in about 100 words each :

14. Directions as an art.
15. Ancient Greek playwrights.
16. Modern playwrights.
17. Natyasastra.

(3 × 5 = 15 marks)

IV. Answer any *one* of the following in about 300 words each :

18. The development of theatre.
19. New developments in theatre.

(1 × 12 = 12 marks)

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FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS– UG)

Functional English

FEN 5D 01– ENGLISH FOR BUSINESS COMMUNICATION

Time : Two Hours

Maximum : 40 Marks

I. Answer the following questions :

- 1 In a business letter, third paragraph is ————. (Introduction, Development, Conclusion)
- 2 Listening is ———— activity. (A passive, An active, A mediocre)
- 3 The tone of a sales letter is ————. (Regretful, Persuasive, Emotional)
- 4 The quickness of communication through e mail is ————. (Gradual, Fast, Slow)
- 5 The structure and presentation of material in a report is called ————. (Introduction, Layout, Index)
- 6 A business letter should be ————. (Convincing, Informal, Personal)

(6 × ½ = 3 marks)

II. Answer any *five* of the following in two or three sentences each :

- 7 Check list before you post a business letter.
- 8 Types of reports.
- 9 Define minutes.
- 10 Elaborate on e-mail.
- 11 Dairy note.
- 12 Types of letters.

(5 × 2 = 10 marks)

Turn over

III. Answer any *three* of the following in about 100 words each :

- 13 Gives your resume for the post of news reader in a TV channel. Highlight your profile.
- 14 Write a communication of notice postponing the meeting already announced. Give a revised agenda, Invent details.
- 15 Write a memo to an employee who is regularly irregular. Previous warning letters have no effect on him.
- 16 Use the following expressions in sentences of your own :
 - i) We are glad to know _____.
 - ii) We sincerely appreciate _____.
 - iii) We regret that the goods _____.
 - iv) Many thanks for _____.
 - v) Its very thoughtful to have _____.

(3 × 5 = 15 marks)

IV. Answer any *one* of the following in about 300 words :

- 17 Discuss the important features of proof reading.
- 18 Write an application letter with resume for the post of school teacher. Invent details.

(1 × 12 = 12 marks)

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS UG)

Functional English

FEN 5B 10– CONTEMPORARY LITERARY AND CULTURAL THEORY

Time : Three Hours

Maximum : 80 Marks

1. Answer the following bunches of questions :

1. (a) 'Activity / Passivity' is in _____ opposition.
(Binary, Tertiary, Secondary)
- (b) Jacobson is a _____ theorist.
(Russian, French, English)
- (c) Saussure was a _____.
(Critic, Linguist, Poet)
- (d) _____ is a psychoanalyst.
(Bakhtin, Freud, Barthes)
2. (a) Derrida is a _____ philosopher.
(English, French, German)
- (b) Showalter is associated with _____ criticism.
(Eco, Feminist, Marxist)
- (c) The process of constructing history is _____.
(Historiography, Historiography, Representation)
- (d) _____ was a disciple of Freud.
(Lacan, Barthes, Derrida)
3. (a) _____ represents social groups.
(Ethnicity, Race, Genre)
- (b) 'Écriture Feminine' means 'Feminine _____'.
(Phase, Writing, Literature)
- (c) _____ refers to texts that come later or after the original text.
(Hypothesis, Intertextuality, Hypertextuality)
- (d) _____ is the author of Beginning Theory.
(Peter Barry, Peter Scott, Peter David)

(12 × 1 = 12 marks)

Turn over

II. Answer any *nine* of the following in two or three sentences each

4. Narrator
5. Culture
6. Representation
7. Discourse
8. Saussure.
9. Virginia Woolf
10. Semiotics
11. Ethnicity
12. Terry Eagleton.
13. Roland Barthes
14. Roman Jakobson.
15. Semantics.

(9 × 2 = 18 marks)

III. Answer any *six* of the following in about 100 words each :

16. Deconstruction.
17. Ideology.
18. Cultural Materialism.
19. Dalit Studies.
20. Eco-criticism.
21. Structuralism.
22. Phases of Feminism.
23. Textuality.
24. Sigmund Freud.
25. New Historicism.

(6 × 5 = 30 marks)

IV. Answer any *two* of the following in about 300 words each :

26. Marxist criticism.
27. Post-colonial theories.
28. Queer Theory.
29. Post-structuralism.

(2 × 10 = 20 marks)

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS-UG)

Functional English

FEN 5B 09 --THEATRE FOR COMMUNICATION

Time : Three Hours

Maximum : 80 Marks

I. Answer the following bunches of questions :

- (a) 1. A History of the Theatre is a work by _____.
(N. Fraser, M. Wallis, D. Brockett)
2. The first complete tragedy is _____.
(Gorbuduc, Doctor Faustus, The Spanish Tragedy)
3. Shylock is a character in _____.
(Othello, Merchant of Venice, Hamlet)
4. _____ is associated with Epic Theatre.
(Goldoni, Brecht, Grotowski)
- (b) 5. Macbeth is a play by _____.
(Marlowe, Moliere, Shakespeare)
6. Iago is a character in _____.
(Hamlet, King Lear, Othello)
7. _____ is the author of Natyasastra.
(Aristotle, Bharata, Plato)
8. The Trial Scene is in _____.
(A Doll's House, Merchant of Venice, Oedipus Rex)
- (c) 9. Poetics is a work by _____.
(Plato, Socrates, Aristotle)
10. Aristotle was a disciple of _____.
(Socrates, Shakespeare, Plato.)
11. _____ is a dramatic work meant to cause laughter.
(Farce, Melodrama, Interlude)
12. An actor's secret thoughts uttered aloud is _____.
(Aside, Soliloqui, Chorus)

(12 × 1 = 12 marks)

II. Answer any *nine* of the following in two or three sentences each :**Turn over**

13. Catharsis.
14. Protagonist
15. Oedipus Rex.
16. Portia.
17. Revenge tragedy.
18. Tragi- Comedy.
19. 'Toward a Poor Theatre'.
20. Christopher Marlowe.
21. Anti-Climax.
22. Farce.
23. Harold Pinter.
24. Moliere.

(9 × 2 = 18 marks)

III. Answer any *six* of the following in about 100 words each :

25. Direction as a Creative art.
26. Realism.
27. Arthur Miller.
28. Natyasastra.
29. Role of actors.
30. Chekhov.
31. Ibsen as a playwright.
32. Augusto Boal.
33. Shakespeare.
34. Performance as a medium of creative communication.

(6 × 5 = 30 marks)

IV. Answer any *two* of the following in about 300 words each :

35. The development of theatre.
36. How does theatre help communication?
37. Major contributors in 20th Century theatre.
38. Modern theatre : A critical estimate.

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS-UG)

Functional English

FEN 5B 08-- FUNCTIONAL ENGLISH FOR PRINT MEDIA

Time : Three Hours

Maximum : 80 Marks

I. Answer the following bunches of questions :

- (a) 1. FM stands for _____ Modulation.
(Fast, Frequency, Frequent)
2. Broadcast writing emphasises _____.
(Efficiency, Curiosity, Anxiety)
3. RJ stands for Radio _____.
(Jockey, Jokes, Joker)
4. The act of comprehending a message is _____.
(Encoding, Decoding, Feed back)
- (b) 5. _____ are the most popular forms of print media.
(News letters, News Magazines, News Papers)
6. _____ is a characteristic of media writing.
(Efficiency, Accuracy, Curiosity)
7. The Latin word 'Communis' means _____.
(Community, Communication, Common)
8. _____ is headline that stretches across a newspaper page.
(By line, Banner, Beat)
- (c) 9. Facial expression is an example of _____ communication.
(Personal, Verbal, Non-verbal)
10. _____ is deceptive or fraudulent story.
(Morgue, Lead, Hoax)
11. The person responsible for the editorial function of a newspaper is _____.
(Editor, Correspondent, Sub editor)
12. Professional Journalism is a work by _____.
(J.V. Vilanilam, M.V. Kamath, Carole Rich)

II. Answer any *nine* of the following in two *or* three sentences each :

13. Screen writing.
14. Posters.
15. Lead para.
16. Anchor.
17. WWW.
18. New Media
19. Encoding.
20. Feedback.
21. Inverted pyramid.
22. Censorship.
23. E-magazines.
24. DTH.

(9 × 2 = 18 marks)

III. Answer any *six* of the following in about 100 words each :

25. Types of Communication.
26. The Internet.
27. Media convergence.
28. Types of leads.
29. Letters to the Editor.
30. Caption writing.
31. Yellow journalism.
32. Investigative journalism.
33. Feature writing.
34. Mass communication.

(6 × 5 = 30 marks)

IV. Answer any *two* of the following in about 300 words each .

35. Fundamentals of media writing.
36. Print Media.
37. Electronic Media
38. Radio as mass media.

(2 × 10 = 20 marks)

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS-UG)

Functional English

FEN 5B 07-- CREATIVE WRITING

Time : Three Hours

Maximum : 80 Marks

I. Answer the following bunches of questions :

- (a) 1. Thomas Wyatt is a/an _____ poet.
(French, Russian, English)
2. _____ is a misleading argument.
(Fallacy, Irony, Paradox)
3. A short poem ending in witty turn of thought is _____.
(Epilogue, Epigraph, Epigram)
4. Margaret Atwood is a _____ writer.
(Canadian, French, Spanish)
- (b) 5. _____ is a stanza of six lines.
(Sestet, Octave, Stanza)
6. Iliad is a/an _____.
(Elegy, Epic, Sonnet)
7. A pair of successive lines of verse is _____.
(Stanza, Epigram, Couplet)
8. _____ is associated with Victorian Age.
(Arnold, Wordsworth, Dryden)
- (c) 9. Shklovsky is a Russian
(Novelist, Poet, Formalist)
10. Paradise Lost is written by _____
(Milton, Gray, Frost)
11. Comparison of one thing to another is _____.
(Parable, Metaphor, Similie)
12. Story implies _____.
(Structure, Logic, Aside)

II. Answer any *nine* of the following in two or three sentences each :

13. Ballad.
14. Biography.
15. Ode.
16. Comic relief.
17. Defamiliarisation.
18. Bakhtin.
19. Memory.
20. Story.
21. Who is the author of 'Ode to the west wind'?
22. Imagery.
23. Blank verse.
24. Realism.

(9 × 2 = 18 marks)

III. Answer any *six* of the following in about 100 words each :

25. Plagiarism.
26. Figures of Speech.
27. Comedy.
28. Plot.
29. Dramatic Monologue.
30. Blog writing.
31. Social networking sites.
32. Diary writing.
33. Epic.
34. John Keats.

(6 × 5 = 30 marks)

IV. Answer any *two* of the following in about 300 words each :

35. Creative writing.
36. Types of poetry
37. New media writing.
38. Write a skit on the theme "Gender Equality".

(2 × 10 = 20 marks)