

<b>QP Code: D143884</b>		<b>Total Pages: 1</b>	<b>Name:</b>
			<b>Register No.</b>
<b>FOURTH SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2026</b>			
<b>ENGLISH</b>			
<b>ENG4FS111(3)-CONTEMPORARY LANGUAGE SKILLS FOR COMMERCE AND MANAGEMENT</b>			
<b>2024 Admission onwards</b>			
<b>Maximum Time :1.5 Hours</b>			<b>Maximum Marks :50</b>
<b>Section A</b>			
<b>All Questions can be answered. Each Question carries 2 marks (Ceiling : 16 Marks)</b>			
1	Examine why Michael Hess says creative professionals are always involved in sales.		
2	Assess why negotiation is important in professional life.		
3	Describe Oprah Winfrey's role in transforming television talk shows.		
4	Explain how Instagram evolved from its original idea.		
5	Outline the importance of listening skills in communication.		
6	Summarize the impact of colonial policies on Malabar agriculture.		
7	Identify the reason individual meerkats failed to obtain the fruit.		
8	Recognize the moral conveyed through the animated story.		
9	Define problem-solving as both an ability and a process.		
10	Identify one cause of poor group dynamics.		
<b>Section B</b>			
<b>All Questions can be answered. Each Question carries 6 marks (Ceiling : 24 Marks)</b>			
11	Assess the importance of reading techniques.		
12	Explore the factors that contributed to Instagram's rapid growth.		
13	Examine the importance of memorization techniques in speech delivery.		
14	Analyze how Promundo's initiatives contributed to gender equity.		
15	Examine the impact of unequal household responsibilities on women.		
<b>Section C</b>			
<b>Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)</b>			
16	Analyze the five skills needed to build effective teamwork.		
17	Evaluate the strategies suggested to improve writing skills.		