

**BHARATHIAR UNIVERSITY, COIMBATORE-46**  
POSTGRADUATE DIPLOMA IN COMMUNICATIVE ENGLISH  
(THROUGH DISTANCE EDUCATION)  
**SYLLABUS (from 2007-08)**

**Subject Description:**

The course presents various aspects of communication using the English language in the business and industrial world in such a way that it gives a fair idea of how to communicate effectively. It is meant to be a supplement to those who are learning English literature.

**Goals:**

To enable the students to understand the various aspects of communicative skills in English, aspects he has no opportunity of learning in pure literature.

**Objectives:**

On successful completion of the course the student should have:

- i) understood the use of the English language for non-literary purposes
- ii) acquired skills that enable him to undertake a job other than teaching if he so prefers
- iii) learnt to apply his knowledge of the language to seek new avenues

**Paper- I Communicative English – I**

Unit I

- 1.1 Linguistic Communication
- 1.2 Barriers to Communication
- 1.3 Importance of Communication
- 2.1 Personal Appearance
- 2.2 Posture
- 2.3 Gestures
- 2.4 Facial Expression
- 2.5 Eye contact
- 2.6 Space Distancing

Unit II

- 3.1 Pattern of Communication
- 3.2 Management of Information

Unit III

- 4.1 Face to Face Conversation
- 4.2 Telephonic Conversation
- 4.3 Interviews
- 4.4 Instruction
- 4.5 Dictation

Unit IV

- 5.1 Purpose
- 5.2 Procedure
- 5.3 Chairmanship
- 5.4 Participation
- 5.5 Physical Arrangements

Unit V

- 1.1 Types of Discussion Groups
- 1.2 Regulation Speech
- 1.3 Conduction Seminars
- 1.4 Organising Conferences
- 1.5 Evaluating Oral Presentation

## **Paper II- Communicative English – II**

### Unit – I

- 7.1 Group Dynamics
- 7.2 Purposes
- 7.3 Organisation
- 8.1 Basic Principles and Guidelines
- 8.2 Types of Aids and Their Use
- 8.3 Conclusions

### Unit II

- 9.1 Definition
- 9.2 Preparatory Steps
- 9.3 Types

### Unit III

- 9.4 Structure

### Unit IV

- 10.1 Importance of Professional Writing
- 10.2 Features of Written Communication
- 10.3 Choice of Words and Phrases

### Unit V

- 10.4 Sentence Structure and Length
- 10.5 Paragraph Structure and Length
- 10.6 Final Draft

## **Paper III- Communicative English – III**

### Unit I

- 11.1 Definition
- 11.2 Key Factors
- 11.3 Types
- 11.4 Contents
- 11.5 Format
- 11.6 Evaluation

### Unit II

- 12.1 Purpose
- 12.2 Structure
- 12.3 Layout and Form
- 12.4 Qualities
- 12.5 Types
- 12.6 Social Correspondence

### Unit III

- 13.1 Notices
- 13.4 Agenda
- 13.3 Minutes
- 13.4 Examples

### Unit IV

- 14.1 Handbooks
- 14.2 Manuals

### Unit V

- 15.1 Research Papers
- 15.2 Articles

## **Paper IV- Communicative English – IV**

### Unit I

- 16.1 Advertising
- 16.2 Job Description

### Unit II

- 17.1 Uses
- 17.2 Types

### Unit III

- 18. Copy Editing
- 19. Words Commonly Misspelt

### Unit IV

- 20.1 Punctuation
- 20.2 Capitalisation

### Unit V

- 21.1 Abbreviation
- 21.2 Numerals

BOOK PRESCRIBED FOR THE COURSE:

**Developing Communication Skills**—Krishna Mohan and Meera Banerji  
Macmillan

### **QUESTION PAPER PATTERN**

Time: 3 hrs

Max Marks: 100

ALL QUESTIONS CARRY EQUAL MARKS

I Answer any **FOUR** in about 100 words each:  
SIX QUESTIONS TO BE ASKED FROM UNIT I

II Answer any **FOUR** in about 100 words each:

SIX QUESTIONS TO BE ASKED FROM UNIT II

III Answer any **FOUR** in about 100 words each:  
SIX QUESTIONS TO BE ASKED FROM UNIT III

IV Answer any **FOUR** in about 100 words each:  
SIX QUESTIONS TO BE ASKED FROM UNIT IV

V Answer any **FOUR** in about 100 words each:  
SIX QUESTIONS TO BE ASKED FROM UNIT V

**MODEL QUESTION PAPER  
PG DIPLOMA IN COMMUNICATIVE ENGLISH**

**TIME: 3 Hrs.**

**Maximum: 100 marks**

**PAPER I COMMUNICATIVE ENGLISH – I**

**I** Answer any Four about 100 words each :( 4x5=20)

1. What is linguistic communication?
2. What are the barriers to communication?
3. Enumerate the importance of communication.
4. What does non-verbal communication refer to?
5. State the role of Gestures and Eye contact in the non-verbal communication.
6. Write a short note on the space distancing.

**II** Answer any Four about 100 words each :( 4x5=20)

1. What are the two aspects of communication in organization?
2. Classify the functions of in the running and growth of an organization.
3. What types of information masters have required within the organization?
4. State the importance of the management of information.
5. What is word processor?
6. Explain the Desk Top Publisher.

**III** Answer any Four about 100 words each :( 4x5=20)

1. What is meant by 'dyadic communication'?
2. What is face to face conversation?
3. Write a short note on the telephonic conversation.
4. Write a short note on the Employment Interview.
5. What is Dictation?
6. State the role of 'Instruction'.

**IV** Write short notes on any four of the following: (4x5=20)

1. Purpose of meeting
2. Procedure of meeting
3. Chairmanship
4. The role of participant
5. Physical arrangement
6. Ten rules for a successful meeting

**V** Answer any Four about 100 words each :( 4x5=20)

2. What is seminar?
3. What is symposium?
4. What are the local elements of communication?
5. How to conduct a seminar?
6. How to organize a conference?
7. How to evaluate oral presentation?

**MODEL QUESTION PAPER  
PG DIPLOMA IN COMMUNICATIVE ENGLISH**

**TIME: 3 Hrs.**

**Maximum: 100 marks**

**Communicative English – II**

- I) Answer any Four about 100 words each:(4x5=20)
- 1) Explain the group discussion
  - 2) State the purpose of group discussion
  - 3) Write a few mints for self-improvement in GD
  - 4) Write the Basic principles and guidelines for using the audio-visual aids
  - 5) Write uses of Black board
  - 6) State the role of Models in teaching.
- II) Answer any Four about 100 words each:(4x5=20)
- 1) Define the formal report.
  - 2) What are the preparations steps in writing a formal report
  - 3) Write a short note on the question in the formal reports.
  - 4) Frame the outline of a Report on Reverse osmosis system in the water purified
  - 5) Explain the letter report.
  - 6) What is a memo.
- III) Answer any Four about 100 words each:(4x5=20)
- 1) Enumerate the usual sequence of a report
  - 2) Give the specimen of a cover page in the formal Reports
  - 3) Write a short note on the Table of contents in the Reports
  - 4) Write the role of Recommendations in the reports
  - 5) The appendix is a useful element of the report Discuss.
  - 6) Write a short use on the Introduction in the report.
- Answer any Four about 100 words each :( 4x5=20)
1. State the importance of professional writing
  2. What are the features of written communication?
  3. What are the three general rules in using jargon?
  4. What is a cliché?
  5. State the Do's & Don't s in writing.
  6. Why should we avoid using too much foreign words and phrases in report writing?
- Answer any Four about 100 words each :( 4x5=20)
- 1) Explain the sentence structure
  - 2) Explain the length of the sentence
  - 3) Explain the paragraph structure
  - 4) Explain paragraph length
  - 5) What are the steps to be taken to check the effectiveness of a paragraph?
  - 6) What are the three ideas which would help one to prepare the final draft?

**MODEL QUESTION PAPER  
PG DIPLOMA IN COMMUNICATIVE ENGLISH**

**TIME: 3 Hrs.**

**Maximum: 100 marks**

**Communicative English – III**

I Answer any FOUR in about 100 words each :( 4x5=20)

- a) State the two types of proposals
- b) State the role of the summary in the Proposal
- c) Write a few practical hints for preparing a proposal
- d) Explain the role of evaluation in the proposal
- e) Technical section is perhaps the most important section of the proposal. Discuss.
- f) Enumerate the key factors of the proposal

II Answer any FOUR in about 100 words each: (4x5=20)

- a) What is the purpose business correspondence?
- b) What is the structure of a business letter?
- c) What are the compulsory Elements in a business letter?
- d) Explain the layout and Form in the business letter.
- e) What are the qualities required for a good business letter.
- f) What is a claim letter?

III Answer any FOUR in about 100 words each: (4x5=20)

- a) Write a short note on a notice
- b) State the role of agenda in the meeting
- c) What are the items should be in the Minutes
- d) Write a few practical hints for preparing the minutes
- e) How to draft a notice? Give an example.
- f) How to record minutes? Give an Example

IV Answer any FOUR in about 100 words each: (4x5=20)

- a) Write a short note on the handbooks in the professional organisations.
- b) What is a manual?
- c) What is a Technical Manual?
- d) What is a Laboratory Manual?
- e) What is a procedure manual?
- f) What are the features of a manual?

V Answer any FOUR in about 100 words each: (4x5=20)

- a) What is the definition of research?
- b) Define a research paper
- c) What are the four characteristic features of a research paper?
- d) Enumerate the Types of research paper
- e) What are the necessary elements in a research paper?
- f) How to evaluate a research paper?

**MODEL QUESTION PAPER  
PG DIPLOMA IN COMMUNICATIVE ENGLISH**

**TIME: 3 Hrs.**

**Maximum: 100 marks**

**Communicative English – IV**

**I) Answer any FOUR in about 100 words each: (4x5=20)**

- a) Write the purpose & Characteristics of an advertisement.
- b) The role of the News papers in the field of advertisement.
- c) The role of radio and Television in the field of advertisement
- d) What are Bill board and Direct Mail Advertisement?
- e) Write a short note on the language used in the advertisement
- f) Draft an advertisement for the sale of your car

**II) Answer any FOUR in about 100 words each: (4x5=20)**

- a) Enumerate the uses of graphic aids
- b) What are the points taken into account while preparing a Table?
- c) Write a short note on the following
  - 1) Rectilinear graph 2) Bar graph
- d) Write a short note on the following
  - 1) Organization chart 2) Block chart
- e) Prepare a drawing giving the exploded view of a piece of equipment with which you are familiar.
- g) Prepare a chart showing the administrative structure of your organization

**III) Answer any FOUR in about 100 words each: (4x5=20)**

- a) Write a short note on the Copy Editing.
- b) Write a short note on the Choice of typefaces.
- c) Write short notes on the following
  - 1) Numbering 2) Spacing and margin
- d) Enumerate the spelling Rules.
- e) Correct the misspelt words:
  - 1) absense 2) acceptabl 3) Calender 4) comitte 5. Kalaidoscope
  6. Grammer 7. Dictinary 8. Que 9. Proffessor 10. Strenth.
- f) Write a short note on the English spelling system.

**IV) Answer any FOUR in about 100 words each: (4x5=20)**

- a) What is punctuation?
- b) Write the uses of 'Comma'.
- c) Write the function of 'Apostrophe'.
- d) Write a short note on the semicolon.
- e) Write a short note on quotation marks.
- f) Write a short note on capitalization.

**V) Answer any FOUR in about 100 words each: (4x5=20)**

- a) What is abbreviation? Give Examples.
- b) What are the guiding principles in the use of abbreviations?
- c) Write the abbreviated forms of the following:
  - 1) Kumari 2) Mister 3) Doctor 4) Doctor of Philosophy 5) Bachelor of Arts 6) Saturday 7) February 8. Kilometer 9. Milliliter 10) Milligram.
- d) Expand the following
  - 1) A.D. 2. E.G., 3. I.Q., 4. N.B. 5. Yd. 6. Viz. 7. P.M. 8. Pin code 9. Ed 10. E&O.E
- e) Enumerate a few commonly used abbreviations of the unit of Measurement.
- f) Write a few rules based on commonly accepted practice in writing Numerals.

