	A.S.D.GOVERNMENT COLLEGE FOR WOMEN'S AUTONOMOUS KAKINADA 2023-24	Program & Semester Semester -I B.A., B.Com. & B.Sc.			
Course Code	TITLE OF THE COURSE A Course in Communication and Soft Skills				
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		3	1	-	3

Course Objectives:

1. To develop good listening skills.
2. To be able to use English freely and grammatically in speech and writing.
3. To be able to understand the meaning and importance of soft skills.

Course Outcomes:

On Completion of the course, the students will be able to-

CO1	Students will be self -motivated to acquire and apply the comprehensive knowledge of listening skills, and b able to Listen, understand and project views in a convincing manner
CO2	Students should heighten their speaking skills and express themselves in an effective manner and address societal issues for the general good of the society.
CO3	Students should be able to access, retrieve and use information from books and authentic sources including internet applications to analyze grammar and produce error free sentences in speech and writing through the mastery of Grammar.
CO4	Students will increase their writing skills with no errors of spelling or punctuation and be able to present significant information clearly and concisely to interested groups.
CO5	They should be able to understand the importance of soft skills such as emotional intelligence, and interpersonal skills to adapt themselves to the ever emerging demands of work place and life.

Paper Code: ENG

A.S.D. GOVERNMENT COLLEGE FOR WOMEN (AUTONOMOUS) KAKINADA

DEPARTMENT OF ENGLISH

General English for B.A., B.Com & B.Sc SEMESTER - I (With effect from 2023-2024)

A COURSE IN COMMUNICATION AND SOFT SKILLS

Syllabus

I. UNIT: Listening Skills

- a. Importance of Listening
- b. Types of Listening
- c. Barriers to Listening
- d. Effective Listening

II. UNIT: Phonetics

- a. Sounds of English: Vowels and Consonants
- b. Syllable
- c. Word Stress
- d. Intonation

III. UNIT: Grammar

- a. Words Often confused
- b. Articles
- c. Prepositions
- d. Tenses
- e. Question tags

IV. UNIT: Speaking Skills

- a. Greetings & Introduction
- b. Asking and Giving Information
- c. Yes, We Can Barack Obama
- d. Agreeing/ Disagreeing
- e. A Leader Should Know How to Manage Failure Dr. A.P.J. Abdul Kalam

V. UNIT: Soft Skills

- a. SWOC
- b. Attitude
- c. Emotional Intelligence
- d. Netiquette
- e. Interpersonal Skills

References:

1. Soft Skills, Dr. Alex (New Delhi: S. Chand & Company Ltd) 2009.
2. Interpersonal Skills Training, Philip Burnard (New Delhi: Viva Books Private Ltd)
3. Soft Skills for Everyone, Jeff Butterfield (New Delhi: Cengage Learning India Pvt Ltd) 2012.
4. Emotional Intelligence, Daniel Goleman (London: Bloomsbury Publishing) 1996
5. A Text Book of English Phonetics for Indian Students, Balasubramanian
6. A Handbook for English Language Labor, E. Suresh Kumar, P. Sreehari
7. Communication Skills (2nd Edition), Sanjay Kumar & PushpLata, Oxford University Press, 2016.

Activities:

Make the students listen to news excerpts. Watch interviews and speeches on You Tube.
Role plays on formal and informal conversations.

WebLinks:

1. <https://www.vedantu.com> > super speakers
2. <https://in.zapmetasearch.com> > English Training Course
3. <https://www.udemy.com> > English > Online-Course
4. <https://www.khanacademy.org> > prep > praxis-core
5. <https://www.ets.org> > praxis
6. <https://byjus.com/govt-exams/general-english-competitive-exams/>

CO-PO Mapping:

(1:Slight[Low];

2:Moderate[Medium];

3:Substantial[High], 4:No Correlation)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	3	2	3	2	3	3	3	3	3	3	3	3
CO2	2	3	3	3	2	2	3	2	2	2	3	3	2
CO3	2	2	3	3	3	3	3	3	2	3	2	2	3
CO4	3	3	2	2	3	2	3	2	3	3	2	3	3
CO5	3	2	3	2	2	3	3	3	2	2	3	2	3

Paper Code: ENG
General English for B.A., B.Com & B.Sc SEMESTER
- I (With effect from 2023-2024)
A COURSE IN COMMUNICATION AND SOFT SKILLS
A.S.D. GOVT DEGREE COLLEGE FOR WOMEN (AUTONOMOUS)
KAKINADA

Blueprint

Time: 3 hours

Max.Marks:60

Units	Type of questions	Given in the question paper			To be answered		
		No.of questions	Marks allocated to each question	Total marks	No.of questions	Marks allocated to each question	Total marks
Section - A	Unit - I	2	4	8	5	4	20
	Unit - II	1	4	4			
	Unit - III	2	4	8			
	Unit - IV	1	4	4			
	Unit - V	2	4	8			
Section - B	Unit - I	2	8	16	5	8	40
	Unit - II	2	8	16			
	Unit - III	2	8	16			
	Unit - IV	2	8	16			
	Unit - V	2	8	16			
Total		18	60	112	10		60

Percentage of Choice given = $\frac{(112 - 60)}{112} \times 100 = 46.4\%$

Paper Code:

**A.S.D. GOVERNMENT COLLEGE FOR WOMEN (AUTONOMOUS)
KAKINADA**

**DEPARTMENT OF ENGLISH
General English for B.A., B.Com., & B.Sc,
SEMESTER - I**

**(with effect from 2023-2024)
A COURSE IN COMMUNICATION AND SOFT SKILLS
MODEL QUESTION PAPER**

Time: 3 Hrs.

Max. Marks: 60 M

SECTION - A

Answer any 5 questions. Each question carries 4 marks (5 X 4 = 20M)

1. What is the importance of listening?
2. Write a note on accent in the connected speech.
3. **Fill in the blanks with appropriate expressions given in brackets.**
(Nice meeting you; a nice day; Good morning; This is)

Ravi:1..... Sir. How are you?

Raghu: Good morning. Fine. May I have his introduction?

Ravi:2.....my cousin, Rahul.

Raghu: Hi, Rahul. Nice to meet you

Rahul:3..... too.

Ravi: Ok Raghu, see you soon. Bye.

Raghu: OK. Have4..... bye.

4. What is positive thinking and its advantages?
5. What are the barriers to effective listening?
6. **Match the following sentences under Column "A" with their correct "Question Tags" under Column "B".**

A

- | | | |
|-------------------------------------|---|---|
| 1. He is an engineer | [|] |
| 2. We are Indians | [|] |
| 3. She has been to London | [|] |
| 4. You are not paying any attention | [|] |

B

- a) Are you?
- b) Isn't he?
- c) hasn't she?
- d) Aren't we?

7. What are the Do's and Don'ts of Telephone Etiquette?

8. Fill in the blanks with suitable expressions given below (differ with you, are right, don't agree, absolutely)

Surya: I believe that languages are as important as core subjects.

Satya: I1..... with you because in PG, languages marks are not considered.

Surya: I2..... agree with you but a good career needs language proficiency.

Satya: you3....that's good point. Importance should go to mother tongue.

Surya: I totally4.....in the global world what we require is English.

SECTION - B

Answer all the questions. Each question carries 8 marks (5 X 8 = 40M)

9. Write a note on the types of listening?

(OR)

List out various strategies we can adopt for effective listening.

10. Write an essay on the sounds of English

(OR)

What is intonation? Illustrate with suitable examples

11. A. Fill in the blanks in the following sentences with the suitable form of the verb

i. Dolphins _____ (live/lives) in water.

ii. Srilatha _____ (works/has been working) in Hyderabad Public School for the last ten years.

iii. The train _____ (leaves/ left) when we reached the station yesterday.

iv. The men _____ (repair/are repairing) the telephone cables. Do not disturb them.

B. Fill in the blank by choosing the correct word from the given options.

a) We have a to clean our bodies.

a) bath b) bathe

b) Bread is made of

a) floor b) flour

c) He is the to this estate.

a) hair b) heir

d) An oil lamp needs a

- a) week b) wick

(OR)

Use Appropriate Article in the given blank

C. ARTICLES

- i. _____ Neil is a long river.
- ii. He has been suffering for _____ last two days.
- iii. _____ Nawab of Hyderabad joined the Alliance.
- iv. _____ poor are becoming poorer.

D. Prepositions. Use appropriate prepositions:

- i. I didn't go _____ work yesterday. (to/ for)
- ii. We shall soon shift _____ (in/ into) our new house.
- iii. It's extraordinary piece _____ (of / off) luck.
- iv. We won our independence _____ (in/ by) 1947.

12. Bring out the message of Barrack Obama's speech?


(OR)

What leadership qualities are necessary for India according to Kalam?

13. Discuss the importance of SWOT/SWOC analysis for individuals.

(OR)

What is Emotional Intelligence, and what is its importance

	A.S.D GOVERNMENT DEGREE COLLEGE FOR WOMEN AUTONOMOUS KAKINADA	Program & Semester			
Course Code	TITLE OF THE COURSE A Course in Reading and Writing Skills	Semester - II B.A.,B.Com.,& B.Sc			
ENG					
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		3	1	-	3

Course Objectives:

- To develop the ability of loud reading of the passage with correct pronunciation, stress, intonation and appropriate pause.
- To enrich learner's active and passive vocabulary
- To enable the students to express their thoughts fluently in Speech and Writing

Course Outcomes:

On Completion of the course, the students will be able to-

CO1	Students will be able to understand the meanings of words, phrases and sentences in context
CO2	Student will be able to comprehend and interpret different types of texts
CO3	Students will be able to build up a repository of active vocabulary
CO4	Students will be able to narrate simple experiences and series of events
CO5	Students will be able to improve writing skills

1. English Grammar & Composition-Wren & Martin
2. Advanced Grammar in Use-Martin Hewings
3. Business Vocabulary in Use-Bill Mascull

WebLinks:

1. <https://www.vedantu.com> › superspeakers
2. <https://in.zapmetasearch.com> › English Training Course
3. <https://www.udemy.com> › English › Online-Course
4. <https://www.khanacademy.org> › prep › praxis-core
5. <https://www.ets.org> › praxis
6. <https://learnenglish.britishcouncil.org/general-english>

CO-PO Mapping:

(1:Slight[Low];

2:Moderate[Medium];

3:Substantial[High], ' ':No Correlation)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	3	2	2	2	3	3	3	3	2	3	3	2
CO2	2	3	3	2	2	2	3	3	3	3	2	3	3
CO3	3	2	3	3	3	3	2	3	3	3	3	2	3
CO4	3	3	2	3	3	2	3	2	2	3	2	3	2
CO5	3	2	2	2	2	2	3	2	3	2	3	2	3

Paper Code:
A.S.D GOVERNMENT DEGREE COLLEGE FOR WOMEN (A), KAKINADA
Department of English
General English for B.A., B.Com and B.Sc, 2023-2024
SEMESTER -II (with effect from 2023-2024)
A COURSE IN READING AND WRITING SKILLS
Pattern of Question Paper
Blueprint

Time: 3hours

Max.Marks: 60

Sections	Type of questions	Given in the question paper			To be answered		
		No.of questions	Marks allocated to each question	Total marks	No.of questions	Marks allocated to each question	Total marks
Section - A	Prose	2	4	8	5	4	20
	Poetry	2	4	8			
	Non-detailed	2	4	8			
	Grammar (e-mail & Idea Expansion)	2	4	8			
Section - B	Prose	2	8	16	5	8	40
	Poetry	2	8	16			
	Non-detailed	2	8	16			
	Grammar (One word substitutes , Right word, Compression & Letter Writing)	4	8	32			
	Total	18	60	112	10		60

Percentage of Choice given = $\frac{(112 - 60) \times 100}{112} = 46.4\%$

112

PAPER CODE:
A.S.D GOVERNMENT DEGREE COLLEGE FOR WOMEN (A), KAKINADA
Department of English
General English for B.A.,B.Com.,B.Sc : 2023-2024
SEMESTER -II (W.E.F 2023-24)
A Course in Reading & Writing Skills
Model Question Paper

Time: 3 hours

Max Marks: 60

SECTION - A

Answer any 5 questions. Each question carries 4 marks

(5 X 4M = 20M)

1. Match the following one-word substitutes.

- | | |
|---|----------------------|
| 1. The scientific study of skin diseases. | a) Extempore |
| 2. One who collects stamps | b) Positive thinking |
| 3. One who doesn't believe in the existence of God | c) Dermatologist |
| 4. Speech without any previous thought or preparation | d) Philatelist |
| 5. One who looks at the bright side of things | e) Atheist |

2. Write a note on skimming.

3. Read the following paragraph and make notes on the topic and main ideas.

There are different forms of environmental pollution. The burning of coal and oil causes air pollution. It can damage the earth's vegetation and cause respiratory problems in humans. A second type of pollution is noise pollution. It is the result of the noise of aircraft and heavy traffic. Further, loud music is also a cause of noise pollution, affecting people's hearing and giving them severe headaches and high blood pressure. Another source of pollution is radioactivity, which occurs when there is a leak from a nuclear power station. Radioactivity is a deadly pollutant that kills and causes irreparable harm to those exposed. The careless disposal of huge quantities of rubbish, sewage and chemical wastes causes land and water pollution. Pollution of rivers and seas kills fish and other marine life and also becomes the cause of water-borne diseases. On the other hand, land pollution poisons the soil, making the food grown in it unfit for consumption.

4. Write a neat paragraph on 'Healthy Diet'.

5. Write a letter to the Municipal Commissioner complaining about the bad drainage system in your town.

6. Read the following passage and answer the questions that follow.

The two dominant features of our age are science and democracy. They have come to stay. We cannot ask educated people to accept the deliverances of faith without rational evidence. Whatever we are called upon to accept must be justified and supported by reason. Otherwise, our religious beliefs will be reduced to wishful thinking. Modern man must learn to live with a religion which commends itself to the intellectual and spiritual development of every human being, irrespective of

his caste, creed, community or race. Any religion which divides man from man or supports privileges, exploitation, and wars cannot commend itself as today.

- a. In the passage, it is said that democracy should.....
- b. The writer of the passage stresses the importance of.....
- c. What, according to the writer, is religion's role in the present age?
- d. What is, according to the writer, a good religion should support.....
- e. Writer says that faith without ___ may not be accepted by educated people.

7. Choose the right word that collocates with the underlined words

- a. Could you me a favour. (make, do, give)
- b. The P.M a wonderful speech. (spoke, expressed, made)
- c. The teas (weak, strong, dull)
- d. They found the virus too difficult to under control. (pull, try, bring)

8. As a student representative, write a notice on 'Fresher's Day' celebrations in your class.

SECTION - B

Answer all the questions. Each question carries 8 marks

(5 X 8M = 40M)

9. What forms of justice are depicted in "God Sees the Truth, But Waits"?

(OR)

How does the writer personify Pneumonia in the story "The Last Leaf"?

10. Discuss how Nizam Ezekiel expressed his opinion on the rural community in Night of the Scorpion

(OR)

How does Abrar Mohsin depict the traits of Florence Nightingale?

11. Summarize the story 'The Night Train at Deoli' by Ruskin bond.

(OR)

Write the summary of the poem Ulysses by Alfred Tennyson.

12. A reputed cement factory requires a C.E.O. for their factory. Apply with a Resume to the address given below. Rajahmundry Cement Factory, Danavaipet, Rajahmundry, E.G.Dt.


(OR)

Write a note on Agendas and Minutes.

13. Retell the story 'An Astrologer's Day' from the point of view of Guru Nayak.

(OR)

What is the message of Stopping by Woods on a Snowy Evening?

	A.S.D.GOVERNMENT COLLEGE FOR WOMEN AUTONOMOUS KAKINADA 2023-24	Program & Semester			
Course Code	TITLE OF THE COURSE A Course in Conversational skills	Semester - III B.A., B.Com., & B.Sc.			
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		3	1	-	3

A Course in Conversational Skills

Learning Outcomes

By the end of the course the learner will be able to:

- Speak fluently in English
- Participate confidently in any social interaction
- Face any professional discourse
- Demonstrate critical thinking
- Enhance conversational skills by observing the professional interviews

I.UNIT

Speech: 1. Tryst with Destiny Jawaharlal Nehru

Skills: 2. Greetings

3. Introductions

II. UNIT

Speech: 1. I Have a dream

Interview: 2. A Leader Should Know How to Manage Failure Dr.A.P.J.Abdul Kalam/ India

Knowledge at Wharton

Skills: 3. Requests

III. UNIT

Interview: 1. Nelson Mandela's Interview With Larry King

Skills: 2. Asking and Giving

Information: 3. Agreeing and Disagreeing

IV. UNIT

Interview: 1. JRD Tata's Interview With T.N.Ninan Skills :

2. Dialogue Building:

3. Giving Instructions/Directions

V. UNIT 1. Speech: 1. You've Got to Find What You Love Steve Jobs

Skills: 2. Debates

3. Descriptions

4. Role Play

Textbooks:

1. Praxis Pro -III

2. Skills Enrich

Referencebooks:

1. English Grammar & Composition-Wren & Martin

2. Advanced Grammar in Use-Martin Hewings

3. Business Vocabulary in Use-Bill Mascull

WebLinks:

1. <https://www.vedantu.com> > superspeakers

2. <https://in.zapmetasearch.com> > English Training

3. <https://www.udemy.com> > English > Online-Course

4. <https://www.khanacademy.org> > prep > praxis-core

5. <https://www.ets.org> > praxis

CO-POMapping:

(1:Slight[Low]; 2:Moderate[Medium]; 3:Substantial[High], '-':No Correlation)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	3	3	2	3	2	3	3	2	3	2	3	2
CO2	2	3	2	3	3	3	3	2	3	2	3	2	3
CO3	3	2	3	3	2	2	2	2	2	3	3	3	3
CO4	2	3	2	3	3	3	3	3	3	3	2	2	2
CO5	3	2	3	2	3	2	3	2	2	3	3	3	3

Paper Code: ENG
A.S.D GOVERNMENT DEGREE COLLEGE FOR WOMEN (A), KAKINADA
DEPARTMENT OF ENGLISH
General English for
B.A., B.Com and B.Sc,
SEMESTER - III (With effect from 2022-2023)
A COURSE IN CONVERSATIONAL SKILLS
Pattern of Question paper

Blueprint

Time: 3 hours

Max.Marks:60

Units	Type of questions	Given in the question paper			To be answered		
		No.of questions	Marks allocated to each question	Total marks	No.of questions	Marks allocated to each question	Total marks
Section - A	Unit - I	2	4	8	5	4	20
	Unit - II	1	4	4			
	Unit - III	2	4	8			
	Unit - IV	1	4	4			
	Unit - V	2	4	8			
Section - B	Unit - I	2	8	16	5	8	40
	Unit - II	2	8	16			
	Unit - III	2	8	16			
	Unit - IV	2	8	16			
	Unit - V	2	8	16			
Total		18	60	112	10		60

$$\text{Percentage of Choice given} = \frac{(112 - 60)}{112} \times 100 = 46.4\%$$

Paper Code: ENG
A.S.D GOVERNMENT DEGREE COLLEGE FOR WOMEN (A), KAKINADA
DEPARTMENT OF ENGLISH
General English for B.A., B.Com and B.Sc,
SEMESTER – III (With effect from 2022-2023)
A COURSE IN CONVERSATIONAL SKILLS

Time: 2 ½ Hrs

Max.Marks: 60M

SECTION -A

I. Answer any Five of the following questions: 5x4=20Marks

1. How can we redeem our pledge in full according to Nehru?
2. Why did Dr.Kalam feel that Prof..Dhawan was a true leader?
3. Why did Mandela and the people around him in the prison not like to take revenge?
4. What were the major changes in Indian Business according to JRD Tata?
5. What is the central idea of Steve Job’s speech?

6. Write the proper greeting for the given sentences.

- a) What do you say when your friend goes on long journey?
- b) What will you say to a friend who has lost his father recently?
- c) If your friend got married how will you greet him?
- d) You are an anchor of a T.V show named “Song Bang”. How will you greet the audiences?

7. How do you introduce yourself to a HR manager from a multinational company?

8. Describe your native place.

SECTION – B

Answer all the questions. Each question carries 08 marks 5X8 = 40 Marks

9. What does Nehru say in Tryst with Destiny about the future of India?

OR

How do you greet people in formal, semi formal and informal ways?

10. Determine *Dr. Martin Luther King's* central idea/message for his speech.

OR

Build a dialogue between two friends and one of them want to lend camera from the other.

11. Nelson Mandela shared his accomplishments and disappointments in his interview with Lary King. Discuss.

OR

Mention any three contexts in which we ask for information. Write two useful expressions for asking for information and two expressions for giving information.

11. Summarize J.R.D Tata's interview with T.N.Ninan.

OR

Write a dialogue between two people asking for and giving directions to reach the bus station.

12. Write about the key aspects mentioned in the speech of Steve Jobs

OR

What is a debate? How does it help students?

A.S.D. GOVT DEGREE COLLEGE FOR WOMEN (AUTONOMOUS)

KAKINADA

Department of English

REVISED UG SYLLABUS UNDER CBCS

(Implemented from the Academic Year - 2023-24)

SYLLABUS: 2023-2024

**LIFE SKILLS COURSES
COMMUNICATION SKILLS**

SEMESTER-I

Theory

Credits: 2

2 hrs/week

Course Objectives & Outcomes:

Upon the completion of the course the students will be able to:

- Understand the nature importance of communication.
- Learn the process involved in communication.
- Develop interview skills.
- Acquire presentation skills.
- Effectively play their roles in group discussions.
- Enhance the skills of public speaking.

Course Content:

UNIT-I

BASICS OF COMMUNICATION

1. Nature and importance of communication
2. Process of Communication
3. Principles of communication
4. Barriers to effective communication
5. Strategies for effective communication

UNIT-II

PRESENTATION SKILLS

1. Preparation of a good presentation
2. Verbal communication in presentation
3. Non-verbal communication in presentation
4. Visual aids/Materials in presentation
5. Analyzing audience and managing questions

UNIT- III

INTERVIEWS AND GROUP DISCUSSIONS

1. Interview and its types
2. Before, during and after an interview
3. Do's and Don'ts in an interview
4. Basic Interview questions
5. Structure and process of Group Discussions
6. Role functions, Do's and Don'ts

Recommended Activities:

- Presenting seminar papers.
- Mock interviews.
- Using Power point presentations in seminars.

References:

- Working in English, Jones, Cambridge
- Business Communication, Raman -Prakash, Oxford
- Speaking Personally, Porter-Ladousse, Cambridge
- Speaking Effectively, Jermy Comfort, et.al, Cambridge
- Anjanee Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill
- Jermy Comfort, Speaking Effectively, et.al, Cambridge

WebLinks:

1. https://www.researchgate.net/publication/236135966_Communication_and_soft_skills-a_stepping_stone_for_a_better_career

CO-PO Mapping:

(1:Slight[Low]; 2:Moderate[Medium]; 3:Substantial[High], '-':No Correlation)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	3	2	2	2	3	3	3	3	2	3	3	2
CO2	2	3	3	2	2	2	3	3	3	3	2	3	3
CO3	3	2	3	3	3	3	2	3	3	3	3	2	3
CO4	3	3	2	3	3	2	3	2	2	3	2	3	2
CO5	3	2	2	2	2	2	3	2	3	2	3	2	3

A.S.D. GOVT DEGREE COLLEGE FOR WOMEN (AUTONOMOUS)KAKINADA

Department of English
DEPARTMENT OF ENGLISH: 2023-2024
I SEMESTER

COMMUNICATION SKILLS
Pattern of Question paper

Q. No	Topic	Hrs. Allotted	No. of Qs to be given	No. of Qs. To be answered	Marks
I	<p align="center">BASICS OF COMMUNICATION</p> 1. Nature and importance of communication 2. Process of Communication 3. Principles of communication 4. Barriers to effective communication 5. Strategies for effective communication		08 short answers	04 Short Answers	4x5=20 Marks
II	<p align="center">PRESENTATION SKILLS</p> 1. Preparation of a good presentation 2. Verbal communication in presentation 3. Non-verbal communication in presentation 4. Visual aids/Materials in presentation 5. Analyzing audience and managing questions		05 Essays	02 Essays	2x10 = 20 Marks
III	<p align="center">INTERVIEWS AND GROUP DISCUSSIONS</p> 1. Interview and its types 2. Before, during and after an interview 3. Do's and Don'ts in an interview 4. Basic Interview questions 5. Structure and process of Group Discussions 6. Role functions, Do's and Don'ts				
			13	06	40M

PAPER CODE
A.S.D. GOVT DEGREE COLLEGE FOR WOMEN (AUTONOMOUS) KAKINADA
Department of English
CBCS I YEAR UG HONOURS DEGREE PROGRAM - 2023-2024
SEMESTER I (Major I & Minor)
Communication Skills

Time: 2 hours

Max. marks: 40

SECTION-A

Answer any FOUR questions. Each question carries 5 marks.

4X4=16M

1. Explain the types of communication.
2. What are the things to do before, during and after an interview?
3. What are the elements in the process of communication?
4. What are the characteristics of a good presentation and a bad presentation?
5. What is an interview and its types?
6. What are the merits of a written communication?

SECTION-B

Answer any Three questions. Each question carries 10 marks. 3 X 8=24

9. What are the Principles of Communication?
(OR)
10. What are the Dos and Don'ts in an interview?

11. Explain the Strategies for an Effective communication?
(OR)
12. Explain Effective Communication and its barriers?

13. How do we communicate verbally and non-verbally during presentations?
(OR)
14. Explain the role functions of an interview and mention the basic interview questions.

PAPER CODE
A.S.D. GOVT DEGREE COLLEGE FOR WOMEN (AUTONOMOUS)KAKINADA
Department of English
SKILL COURSE w.e.f. AY 2023-24
CBCS I YEAR UG HONOURS DEGREE PROGRAM - 2023-2024
SEMESTER-II BUSINESS WRITING

Time:2 hours

Max. marks: 40

Theory Credits: 2 2 hrs/week

Course Outcomes: By the end of this course, students will be able to:

1. Understand the fundamentals of business writing, including style, tone, and language.
2. Produce well-structured and concise business documents, such as emails, memos, and reports.
3. Apply principles of effective communication in business letters and interoffice correspondence.
4. Craft persuasive and well-organized business proposals and formal reports.
5. Cultivate a professional and ethical approach to business writing.

Unit 1. Introduction to Business Writing: Importance and purpose of effective business writing; Characteristics of good business writing; Common challenges and misconceptions. Writing Clear and Concise Emails: Appropriate email etiquette in the professional environment, organizing email content and using effective subject lines, Understanding tone and formality in email communication.

Unit 2. Memos and Interoffice Communication: Formatting and structure of memos, Writing memos for various purposes like updates, announcements, requests. Ensuring clarity and coherence in interoffice communication. Business Letters and Formal Correspondence: Structure and components of a business letter, writing persuasive and professional business letters, Responding to inquiries and complaints effectively.

Unit 3: Business Proposals and Reports: Crafting business proposals for projects and initiatives, Formal report writing - format, sections, and organization, Analyzing data and presenting findings in reports. Writing for Digital Platforms: Business writing for websites, social media, and online communication, Leveraging technology for efficient and impactful **business writing Activities:**

1. Writing Assignments: Regular business writing tasks covering different document types.
2. Business Proposal Project: Crafting a comprehensive business proposal for a hypothetical scenario.

3. Reports and Presentations: Preparing formal reports and presenting findings to the class.
4. Quizzes and Tests: Assessing understanding of business writing principles and grammar.
5. Class Participation: Active engagement in discussions, peer reviews, and activities.

Text Books: 1. Business Writing Basics by Jane Watson (Author) Publisher: Self Counsel Press Inc; 2nd edition (1 August 2002) ISBN-10: 1551803860 ISBN-13: 978-1551803869

Successful Business Writing - How to Write Business Letters, Emails, Reports, Minutes and for Social Media - Improve Your English Writing and Grammar: of Exercises and Free Downloadable Workbook by Heather Baker Publisher: Universe of Learning Ltd; Illustrated edition (1 March 2012) ISBN-10 : 1849370745 ISBN-13 : 978-1849370745

3. Business Correspondence and Report Writing, 6th Edition by R C Sharma, Krishna Mohan, Virendra Singh Nirban. Publisher: McGraw Hill Education (India) Private Limited. ISBN-10: 9390113008 ISBN-13 : 978-9390113002

Reference Books: 1. "The Essential Business Handbook: The Nuts & Bolts of Getting Up and Running Fast" by John Storey and Amelia Storey (Indian Edition)

2. "The AMA Handbook of Business Writing: The Ultimate Guide to Style, Grammar, Punctuation, Usage, Construction, and Formatting" by Kevin Wilson and Jennifer Wauson

A.S.D. GOVT DEGREE COLLEGE FOR WOMEN (AUTONOMOUS) KAKINADA
DEPARTMENT OF ENGLISH: 2023-2024
II SEMESTER B.COM STREAM

BUSINESS WRITING
Pattern of Question paper

Q. No	Topic	Hrs. Allotted	No. of Qs to be given	No. of Qs. To be answered	Marks
I	<p>Unit 1. Introduction to Business Writing: Importance and purpose of effective business writing; Characteristics of good business writing; Common challenges and misconceptions. Writing Clear and Concise Emails: Appropriate email etiquette in the professional environment, organizing email content and using effective subject lines, Understanding tone and formality in email communication.</p>		06 short answers	04 Short Answers	4x4=16 Marks
II	<p>Unit 2. Memos and Interoffice Communication: Formatting and structure of memos, Writing memos for various purposes like updates, announcements, requests. Ensuring clarity and coherence in interoffice communication. Business Letters and Formal Correspondence: Structure and components of a business letter, writing persuasive and professional business letters, Responding to inquiries and complaints effectively.</p>		05 Essays	03 Essays	3x8 = 24 Marks
III	<p>Unit 3: Business Proposals and Reports: Crafting business proposals for projects and initiatives, Formal report writing - format, sections, and organization, Analyzing data and</p>				

	presenting findings in reports. Writing for Digital Platforms: Business writing for websites, social media, and online communication, Leveraging technology for efficient and impactful				
			11	07	40M

PAPER CODE :LSC
A.S.D. GOVERNMENT DEGREE COLLEGE
(A), Kakinada
DEPARTMENT OF ENGLISH
SEMESTER - III
Life Skill Course for B.A., B. Com & B. Sc,B.Sc (Voc) & B.Com. (Voc)
Revised CBCS w.e.f 2020-2021
Personality Enhancement & Leadership
 Total 30 hrs (02 h/wk, 02 Credits& Max 50 Marks)

Learning Outcomes:

By successful completion of the course, students will be able to:

- Develop comprehensive understanding of personality
- Know how to assess and enhance one's own personality
- Comprehend leadership qualities and their importance
- Understand how to develop leadership qualities

Syllabus:

Unit – I:(7 hrs)

Meaning of Personality – Explanations of Human Personality – Psychodynamic Explanations – Social Cognitive Explanation – Big Five traits of Personality

Unit – II: (8 hrs)

Assessment of Personality - Projective& Self Report Techniques – Building Self-Confidence – Enhancing Personality Skills

Unit – III:(10 hrs)

Leadership Characteristics – Types of Leaders – Importance of Leadership – Leadership Skills – Building and Leading Efficient Teams – Leadership Qualities of Abraham Lincoln, mahatma Gandhi, PrakasamPantulu, Dr. B. R. Ambedkar&J.R.D.Tata

Co-curricular Activities Suggested: (05 hrs)

1. Assignments, Group discussions, Quiz etc
2. Invited Lecture by a local expert
3. Case Studies (ex., on students behavior, local leaders etc.)

Reference Books:

- GirishBatra, Experiments in Leadership, Chennai: Notion Press, 2018
- MiteshKhatri, Awaken the Leader in You, Mumbai: Jaico Publishing House, 2013
- Carnegie Dale, Become an Effective Leader, New Delhi: Amaryllis, 2012

A.S.D.GOVERNMENT DEGREE COLLEGE FOR WOMEN'S (A), Kakinada
DEPARTMENT OF ENGLISH
SEMESTER - III
Life Skill Course for B.A., B. Com & B. Sc,
CBCS w.e.f 2020-2021
Personality Enhancement & Leadership

PATTERN OF QUESTION PAPER

Q.no	Topics	Hrs.Alloted	No.of Q's to be given	No.of Q's to be answered	Marks
I	Meaning of Personality – Explanations of Human Personality – Psychodynamic Explanations – Social Cognitive Explanation – Big Five traits of Personality Assessment of Personality - Projective& Self Report Techniques – Building Self-Confidence	10	6	4	4X4 =16
II	Enhancing Personality Skills Leadership Characteristics – Types of Leaders – Importance of Leadership – Leadership Skills – Building and Leading Efficient Teams – Leadership Qualities of Dr.B.R.Ambedkar&J.R.D.Tata	15	5	3	3X08=24
		25	14	7	40 M

**A.S.D.GOVERNMENT DEGREE COLLEGE FOR WOMEN'S (A),
Kakinada
DEPARTMENT OF ENGLISH
SEMESTER - III
Life Skill Course for B.A., B. Com & B. Sc, Revised CBCS w.e.f 2020-
2021
Personality Enhancement &
Leadership MODEL**

QUESTION PAPER

Max. Marks: 40

Time: 1 ½ hr (90 Min)

SECTION – A

I. Answer any FOUR of the following questions in 50 words each. 4X4=16

1. What are the five traits of Personality?
2. What is personality development?
3. Describe the ways and means of building up self-confidence?
4. How do you enhance your personality skills?
5. What are the steps to build efficient leading teams?
6. How do you assess a personality?

SECTION- B

II. Answer any THREE of the following questions in 75 words each. 3X08=24

1. How to describe a human personality?
2. Explain the Psychodynamic nature of human?
3. What is a projective personality?
4. Briefly explain the self-reporting Techniques?
5. Discuss the leadership qualities of any 3 leaders prescribed for your study.