omgade grade g	A.S.D.GOVERNMENT COLLEGE FOR WOMEN'S AUTONOMOUS KAKINADA 2024-25	Program & Semester Semester -I B.A.,				
Course Code	TITLE OF THE COURSE	B.Com. & B.Sc.				
	A Course in Communication and Soft Skills					
Teaching	Hours Allocated: 60 (Theory)	L	Т	Р	С	
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 Co	ompletion 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 24101

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

III. UNIT: Grammar

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

IV. UNIT: Speaking Skills

- a. Greetings & Self Introduction
- b. Yes, We Can

Barack Obama

c. A Leader Should Know How to Manage Failure Dr. A.P.J. Abdul Kalam

V. UNIT: Soft Skills

- a. SWOC
- b. Emotional Intelligence
- c. Netiquette
- d. 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.<u>https://www.vedantu.com > super speakers</u>
- 2.<u>https://in.zapmetasearch.com > English Training Course</u>
- 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/

General English for B.A., B.Com & B.Sc SEMESTER – I (With effect from 2024-2025) A COURSE IN COMMUNICATION AND SOFT SKILLS A.S.D. GOVT DEGREE COLLEGE FOR WOMEN (AUTONOMOUS)KAKINADA

Blueprint

Time: 3 hours

Max.Marks:60

		Given in the question paper			To be answe	e answered		
Units	Type of question s	No.of question s	Marks allocate dto each questio n	Total mark s	No.of question s	Marks allocate dto each questio n	Total mark s	
	Unit - I	2	4	8				
	Unit - II	1	4	4				
Section - A	Unit - III	2	4	8	5	4	20	
	Unit - IV	1	4	4				
	Unit - V	2	4	8	_			
	Unit - I	2	8	16				
	Unit - II	2	8	16				
Section - B	Unit - III	2	8	16	5	8	40	
	Unit - IV	2	8	16				
	Unit - V	2	8	16	1			
Total		18	60	112	10		60	

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

112

Paper Code: ENG24101

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:too. Ravi: Ok Raghu, see you soon. Bye. Raghu: OK. Have4.......bye.

- 4. What are Interpersonal skills?
- 5. What are the barriers to effective listening?

6. Match the following sentences under Column "A" with their correct "Question Tags"under Column "B".

Α			В
1. He is an engineer	[]	a) Are you?
2. We are Indians	[]	b) Isn't he?
3. She has been to London	[]	c) hasn't she?
4. You are not paying any attention	[]	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) Write a short note on syllables & word stress.

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

S DEP & Segmo	A.S.D GOVERNMENT DEGREE COLLEGE FOR WOMEN AUTONOMOUS KAKINADA	:	ogran Seme	ster		
Code	TITLE OF THE COURSE A Course in Reading and Writing Skills	Semester – II B.A.,B.Com.,& B.S		.Sc		
ENG	A Course in Reading and writing Skins					
Teaching	Hours Allocated: 60 (Theory)	L	Т	Р	С	
Pre-requisites:		3	1	-	3	

Course Objectives:

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

Course Outcomes:

On C	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

PAPER CODE - ENG24201 A.S.D GOVERNMENT DEGREE COLLEGE FOR WOMEN (A), KAKINADA Department of English GENERAL ENGLISH FOR B.A.,B.Com.,B.Sc : 2024-2025 SEMESTER -II (With effect from 2023-2024) A COURSE IN READING AND WRITING SKILLS

Unit –I

- 1. Daffodils William Words Worth
- 2. Vocabulary: Conversion of Words
- 3. Marriage is a private affair Chinua Achebe
- 4. One Word Substitutes

Unit - II

- 1. A Classical Student Anton Chekov
- 2. Florence Nightingale Non Detailed text
- 3. Skimming and Scanning

Unit - III

- 1. The Night Train at Deoli --- RuskinBond
- 2. Reading Comprehension (Top Down, Bottom Up and Schema Theory)
- 3. Stopping by Woods on a Snowy Evening Robert Frost
- 4. Note Making / Taking

Unit -IV

- 1. Night of the Scorpion Nissim Ezekiel
- 2. Expansion of Ideas
- 3. Notices, Agendas and Minutes

Unit -V

- 1. An Astrologer's Day RK Narayan Non Detailed Text
- 2. Curriculum Vitae and Resume
- 3. Letters

1.

4. E-Correspondence

References:

- 1. Communication Skills (2nd Edition), Sanjay Kumar & Pushp Lata, OUP 2016.
- 2. The New Oxford Guide to Writing, Thomas. S. Kane,
- 3 Reading Skills: How to Read Better and Faster-Speed Reading, Reading
- 4. Comprehension & Accelerated Learning (2nd Edition), Nick Bell.
- 5. English Vocabulary in Use: Upper Intermediate, Cambridge University Press.

Textbooks:

Reference books:

1. English Grammar & Composition-Wren & Martin

2. Advanced Grammar in Use-Martin Hewings

3.Business Vocabulary in Use-Bill Mascull

WebLinks:

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

Paper Code: ENG24201 A.S.D GOVERNMENT DEGREE COLLEGE FOR WOMEN (A), KAKINADA

Department of English General English for B.A., B.Com and B.Sc, 2024-2025 SEMESTER –II (with effect from 2023-2024) A COURSE IN READING AND WRITING SKILLS Pattern of Question Paper Blueprint

Time: 3hours

Max. Marks: 60

		Given in the question paper			To be answ	wered		
Sections	Type of question s	No. of questio ns	Marks allocated toeach question	Total mark s	No. of question s	Marks allocate dto each questio n	Total mark s	
	Prose	2	4	8				
	Poetry	2	4	8				
Section - A	Non-detailed	2	4	8	5	4	20	
	Grammar (e-mail & Idea Expansion)	2	4	8				
	Prose	2	8	16				
	Poetry	2	8	16				
	Non-detailed	2	8	16				
Section - B	Grammar (One word substitutes , Right word, Compressi on& Letter Writing)	4	8	32	5	8	40	
	Total	18	60	112	10		60	

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

PAPER CODE: ENG 24201 A.S.D GOVERNMENT DEGREE COLLEGE FOR WOMEN (A), KAKINADA Department of English General English for B.A.,B.Com.,B.Sc : 2024-2025 SEMESTER -II (W.E.F 2023-24) A Course in Reading & Writing Skills Model Question Paper

Time: 3 hours

x Marks: 60

SECTION - A

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

Match the following one-word substitutes

(5 X

Ma

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
0 0	,

2. Write a note on skimming.

1

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.

5

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.Ma wonderful speech. (spoke, expressed ,made)
- c. The tea is (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 X 8M = 40M)

(5

9. What is the central idea of the poem daffodils? **(OR)**

What is the main idea of the student by Anton Chekhov?

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)**

What is the moral lesson of the story marriage is a private affair?

12. A reputed cement factory requires a C.E.O. for their factory. Apply with a Resume to the addressgiven 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?

PAPER CODE BW24201SC A.S.D. GOVT DEGREE COLLEGE FOR WOMEN (AUTONOMOUS)KAKINADA Department of English SKILL COURSE w.e.f. AY 2024-25 CBCS I YEAR UG HONOURS DEGREE PROGRAM - 2023-2024 SEMESTER-II BUSINESS WRITING BW24201SC

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:**

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. <u>Class Participation: Active engagement in discussions, peer reviews, and activities.</u>

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: 2024-2025 II SEMESTER

BUSINESS WRITING - SKILL COURSE Course Code: BW24201SC Pattern of Question paper

Q. N	Торіс	Hrs. Allotte d	No. of Qs to be given	No. of Qs. To be answered	Marks
	 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 toneand formality in email communication. Unit 2. Memos and Interoffice Communication: Formatting and structure of memos, Writingmemos 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 	Allotte d	to be given 08 short answers 06 Essays	To be answered 04 Short Answers 03 Essays	4x4=16 Marks 3x08 = 24 Marks
	for Digital Platforms: Business writing for websites, social media, and online communication, Leveraging technology for efficient and impactfulbusiness writing.				
			14	07	40M

A.S.D GOVERNMENT DEGREE COLLEGE FOR WOMEN (A), KAKINADA SEMESTER END EXAMINATIONS SEMESTER –II Programme: BA/ B.Sc / B.Com Honors SKILL COURSE Course Title: Business Writing Course Code: BW24201SC

Max Marks: 40

Time: 1hr 30 mins

4X4=16 Marks

I. Answer any 4 Questions. Each carries 5 Marks.

- 1. Why is Business writing important? What are the purposes of Business writing?
- 2. Write a brief note on the email etiquette in the professional environment.
- 3. What skills are required for writing for digital platforms?
- 4. How to write a memo for updates and announcements?
- 5. Discuss the role of technology for efficient and impactful business writing.
- 6. What is a business proposal? What are the characteristics of a good business proposal?
- 7. How to respond to queries and complaints effectively?
- 8. What is the importance of tone and formality in emails?

II. Answer all of the following questions. Each question carries 08 marks. 3X8=24 Marks

9. What are the Characteristics of good business writing? What are the challenges and misconceptions faced during business writing?

OR

What are the common barriers and misconceptions linked with business writing?

- 10. What are the characteristics of persuasive and professional business letters?
 - OR

Write the structure of a business memo. Give some suggestions to improve interoffice communication.

11. Write a note on business writing for websites and social media.

OR

Explain how to analyse and present data in a business report.

A.S.D. GOVERNMENT DEGREE COLLEGE FOR WOMENAUTONOMOUS, KAKINADA II B.A, B.COM, B.Sc, COURSES

SEM-III: English Pro- I

Semester -3 : English Proficiency for Career Development – I

- Identify the expressions associated with ability and possibility & identify sentence patterns, apply the meaning (CO1)
- Understand and identify simple words and phrases for everyday conversations (CO2)
- Communicate using expressions of personal abilities and possibilities and use brainstorming to generate ideas (CO3)
- Analyse the use of specific words in everyday conversations and analyse the skills needed for short and meaningful communication (CO4)
- structure and organise content for short presentations (CO5)
- improve sentence making skills in speech and writing (CO6)

English Pro -1 English Language proficiency course for career development Syllabus For all III Semester Courses

Unit I Essentials of Sentence Construction

- a. Expressing Ability and Possibility
- b. Expressing Necessity and Obligation
- c. Offering Suggestions / Advice
- d. Asking for Permission and Making Requests

Unit II Vocabulary in Context

- a. Vocabulary for Everyday Conversations
- b. Vocabulary for Public Spaces
- c. Vocabulary for Workplace
- d. Vocabulary for Academic Purposes

Unit III Strengthening Sentence Skills for Oral and Written Communication

- a.Frame Your Sentences
- b.Let's Learn to Report
- c.Compare and Contrast
- d.Connectors and Clauses

Unit IV Analysing and Developing Paragraphs

- a. Brainstorming
- b. Mind Mapping
- c. Understanding a Paragraph
- d. Paragraph Analysis
- e. Two Minute Speaking

Unit V Descriptions and Narrations

- a. Paraphrasing
- b. Summarising
- c. Writing a Paragraph
- d. Analysis of the Essay
- e. Descriptive and Narrative Essays