

	A.S.D.GOVERNMENT COLLEGE FOR WOMEN'S AUTONOMOUS KAKINADA 2025-26	Program & Semester Semester -I B.A., B.Com. & B.Sc. Honors			
Course Code	TITLE OF THE COURSE English Bridge-I: Life Skills				
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		3	1	-	4

Learning Objectives

- To enable students to develop reading and comprehension skills through literary texts.
- To promote sensitivity toward issues such as environment, gender, identity, and relationships.
- To introduce students to foundational grammar and functional usage of English.
- To enhance students' confidence in self-expression through writing and speaking.
- To cultivate phonetic awareness and develop pronunciation skills.

Course Outcomes

On Completion of the course, the students will be able to-	
CO1	• Interpret and appreciate literary texts with reference to social, emotional, and ecological concerns.
CO2	• Apply foundational grammar elements accurately in spoken and written English.
CO3	• Demonstrate improved reading comprehension and vocabulary acquisition.
CO4	• Engage in meaningful communication using functional expressions and phonetic clarity.
CO5	• Exhibit awareness of self, society, and the world through reflective and descriptive writing.

Paper Code:

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

DEPARTMENT OF ENGLISH

General English for B.A., B.Com & B.Sc Honors

SEMESTER – I (With effect from 2025-2026)

English Bridge-I: Life Skills

Syllabus

Unit I

- Poem: Coromandel Fishers – Sarojini Naidu
- Short Story: The Night Train at Deoli – Ruskin Bond
- Parts of Speech

Unit II

- Short Story: A Flowering Tree: A Woman's Tale - A. K. Ramanujan
- Prose: Letter to a Teacher – School of Barbiana
- Articles and Prepositions

Unit III

- Poem: Where the Mind is Without Fear – Rabindranath Tagore
- Speech: How Dare You – Greta Thunberg (Open Source)
- Question tags.

Unit IV

- Poem: Night of the Scorpion – Nissim Ezekiel
- One Act Play: Refund – Fritz Karinthy
- Tenses

Unit V

- Short Story: An Astrologer's Day – R. K. Narayan
- Essay: Thinking out of the Box
- Phonetics: Basic Sounds and Word Stress
- Homophones

Suggested Classroom Activities (Unit-wise)

Unit I

- Speaking activity: My village/town .

Unit II

- Story telling and letter writing.

Unit III

- JAM and reading comprehension

Unit IV

- Listening to TED Talks and dialogue writing

Unit V

- Phonetics practice with minimal pairs, stress marking, and reading aloud.
- Read passages following stress and intonation
- Write stories based on pictures facilitated.

Suggested Reference Books and Resources

1. Board of Editors. English for Life. Orient BlackSwan.
2. Raymond Murphy. Essential Grammar in Use. Cambridge University Press.
3. T. Balasubramanian. A Textbook of English Phonetics for Indian Students. Macmillan.
4. Greta Thunberg's UN Speech (Open Educational Resource)
5. Mulk Raj Anand. The Lost Child.
6. Sarojini Naidu. The Bird of Time.
7. Nissim Ezekiel. Collected Poems.
8. Rabindranath Tagore. Gitanjali.
9. School of Barbiana. Letter to a Teacher

Paper Code:

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

**General English for B.A., B.Com & B.Sc., Honors
SEMESTER - I (2025-2026)**

English Bridge-I: Life Skills

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	1	4	8	5	4	20
	Unit - II	2	4	8			
	Unit - III	1	4	4			
	Unit - IV	1	4	4			
	Unit - V	3	4	12			
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		10		60

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

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 2025-2026
English Bridge-I: Life 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. Identify the Parts of Speech of the underlined word from the given sentence. 8x1/2=4 Marks

- i. Tom lives in New York.
- ii. Did she find the book she was looking for?
- iii. I reached home
- iv. The tea is too hot
- v. The movie was amazing.
- vi. The candle was kept under the table.
- vii. I was at home all day, but I am feeling very tired.
- viii. Oh! I forgot to turn off the stove.

2. Fill in the blanks with Suitable Articles. 4x1=4 Marks

- i. Sheldon is _____ honest man.
- ii. Will you take _____ picture of us?
- iii. _____ oranges I brought were very sour.
- iv. We had _____ mulberry tree in the garden.

3. Fill in the blanks by choosing suitable prepositions given in brackets. 4x1=4 Marks

- i. The dog is grateful _____ its owner. (to/for)
- ii. My brother's anniversary is _____ 5th November. (on/in)
- iii. The Sun will not rise _____ 6 o'clock. (before/since)
- iv. The opponents sat _____ to each other. (opposite/behind)

4. Match the following with suitable Question tag. 4X4=1 Marks

- i. Juhi is from Mumbai, _____ () a. is he?
- ii. We are late for the movies, _____ () b. isn't she?
- iii. Sam isn't a student, _____ () c. does she?
- iv. Rita never acts so rudely, _____ () d. aren't we?

5. Choose the correct form of the verb. 4X1=4 Marks

- i. Radha up at 5.30. (gets / get)
- ii. We for you. (wait/ are waiting)
- iii. the job. (have finished / finish)
- iv. It since morning. (rain / has been raining)

6. Match the following (Phonetic Transcription with English Word) 4x1= 4Marks

- i. [flæg] () a. which
- ii. [wɪtʃ] () b. sing
- iii. [kʌm] () c. flag
- iv. [sɪŋ] () d. come

7. Mark the word stress for the following words. 4x1= 4 Marks

- i. arrive
- ii. limited
- iii. information
- iv. short-term

8. Fill in the blank with the suitable Homophone given in brackets. 4X1=4 Marks

- i. The _____ (hair / hare) has a short tail.
- ii. He told me the _____ (tail / tale) of a fox.
- iii. There is a _____ (whole / hole) in the bucket.
- iv. What is the _____ (prize / price) of it.

SECTION - B

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

9. a) Elucidate the central theme of the poem "Coromandel Fishers"?

Or

b) Analyze the symbolism of the "night train" and the "Deoli station" in the story.

10. a) According to **A. K. Ramanujan**, what does the warning for not plucking more than what is required in the story symbolize?

Or

b) Why did the student write the letter? (Letter to a teacher the school of Barbiana by Nora Rossi)

11. a) Discuss the central theme of Rabindranath Tagore's poem *Where the Mind is Without Fear*. How does the poet envision true freedom?

Or

b) Explain the role of youth in global climate movements with reference to Greta Thunberg's speech.

12. a) How does Ezekiel capture the atmosphere of an Indian village in *Night of the Scorpion*?

Or

b) Examine how the teachers respond to the student's demand for a refund. What does this reveal about their own understanding of education?

13. a) Discuss the central theme of *An Astrologer's Day*. How does Narayan blend fate, chance, and irony?

Or

b) Summarize the central conflict and explain why conventional solutions fail in the story "Thinking out of the box".

	A.S.D GOVERNMENT DEGREE COLLEGE FOR WOMEN AUTONOMOUS KAKINADA	Program & Semester			
Course Code	TITLE OF THE COURSE English Bridge-II: Communicate and Connect	Semester – II B.A.,B.Com.,& B.Sc Honors			
ENG					
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		3	1	-	4

Learning Objectives (LOs):

- Recognize and reflect on civil and respectful communication in social and professional settings.
- Understand dramatic narratives and short fiction to enhance reading and speaking skills.
- Apply basic grammar and vocabulary in structured communication.
- Practice effective written formats for workplace communication.
- Interpret visual data and convert it into written content using note-making and report writing.

Course Outcomes (COs)

On Completion of the course, the students will be able to-	
CO1	Demonstrate improved communication etiquette through readings on civility and motivation.
CO2	Employ skimming, scanning, and note-making strategies in academic and workplace writing
CO3	Display awareness of societal values and professional conduct through literature..
CO4	Draft structured texts like reports, agendas, and notices with clarity.
CO5	Integrate vocabulary and grammar in writing and speaking activities effectively.

PAPER CODE –
A.S.D GOVERNMENT DEGREE COLLEGE FOR WOMEN (A), KAKINADA
Department of English
GENERAL ENGLISH FOR B.A.,B.Com.,B.Sc Honors : 2025-2026
SEMESTER -II (With effect from 2025-2026)
English Bridge-II: Communicate and Connect

Unit I

- Prose: “The Necklace” by Guy de Maupassant
- Short Story: “Half a Rupee Worth” – R.K. Narayan
- Conversion of Words.

Unit II

- Poem: “Once upon a Time” – Gabriel Okara
- Prose: “I Have a Dream” – Martin Luther King Jr.
- Skimming & Scanning

Unit III

- One-Act Play: “Never, Never Nest” – Cedric Mount
- Short Story: “The Gift of the Magi” – O. Henry
- Report Writing

Unit IV

- Short Story: “How I Taught My Grandmother to Read” – Sudha Murty
- Information Transfer: Pie Charts, tree diagram and flow chart.
- Note-making

Unit V

- Prose: “The Secret of Work” – Swami Vivekananda
- Notices, Agendas, and Minutes
- One-Word Substitutes

Unit-wise Suggested Activities:

Unit I

- Vocabulary games
- Role-play

Unit II

- Presentation on a dream job.
- Group Discussion

Unit III

- Debate on EMI
- Report Writing college events

Unit IV

- Presentation using ppt (charts/photos)

- Preparing notes from a short lecture/podcast

Unit V

- Drafting a Notice and Agenda for a student meeting
- Vocabulary Quiz

Reference Books:

- Fluency in English – Part II, Board of Editors, Orient BlackSwan
- Effective Technical Communication by M. Ashraf Rizvi (McGraw Hill)
- English Grammar in Use by Raymond Murphy (Cambridge)
- Professional Communication by Aruna Koneru (McGraw Hill)
- Selected Stories by R.K. Narayan (Indian Thought Publications)
- Collected Essays of A.G. Gardiner
- Collected Poems by Rudyard Kipling
- The Gift of the Magi and Other Stories by O. Henry
- Selected Speeches of Swami Vivekananda
- Short Stories by Sudha Murty (Penguin India)

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, Honors 2025-2026
SEMESTER -II
English Bridge-II: Communicate and Connect
Pattern of Question Paper
Blueprint

Time: 3hours

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	1	4	4	5	4	20
	Unit - II	2	4	8			
	Unit - III	1	4	4			
	Unit - IV	2	4	8			
	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		10		60

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

PAPER CODE:
A.S.D GOVERNMENT DEGREE COLLEGE FOR WOMEN (A), KAKINADA
Department of English
General English for B.A.,B.Com.,B.Sc Honors : 2025-2026
SEMESTER -II
English Bridge-II: Communicate and Connect
Model Question Paper

Time: 3 hours

Max Marks: 60

SECTION - A

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

1. Covert the following words as directed

- i. Beauty into Adjective
- ii. Exam into Adverb
- iii. To Call into Noun
- iv. Google into verb

2. What are the differences between Skimming and Scanning?

3. Write techniques of Scanning?

4. Write a report on 'No Plastic Day celebrations' in Your College

5. 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.

6. Convert the following information into a tree diagram.

There are 535 students in a college. They are divided into three branches: Commerce, Science & Arts. Out of which 108 are Commerce students. These students are divided into two branches: Computer Applications & General. There are eight branches in Sciences which are divided into Botany, Zoology, Micro-Biology, Physics, Chemistry, Maths, Computer Science & Aqua Culture. The Arts branch is divided into 4 Groups, they are History, Economics, Political Science & Special Telugu.

7. What is the purpose of Agenda?

8. 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 |

SECTION - B

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

9. a) Discuss the central theme of *The Necklace*. How does Maupassant portray the dangers of vanity and materialism?

(Or)

b) Analyze how irony shapes the ending of *Half a Rupee Worth*. Why is the conclusion both humorous and tragic?

10. a) Explore the poet's sense of loss in *Once Upon a Time*. What values does he feel have disappeared from human interaction?

(Or)

b) Discuss the central theme of Martin Luther King Jr.'s "*I Have a Dream*". How does it capture the essence of the Civil Rights Movement?

11. a) Examine the contrast between Jack and Jill's attitude to life and Aunt Jane's practicality. What conflict of values does this reveal?

(Or)

b) Discuss the central theme of *The Gift of the Magi*. How does the story portray true love and sacrifice?

12. a) Analyze the grandmother's character. How does she embody determination, humility, and a thirst for knowledge?

(Or)

b) What is note-making, and why is it considered an essential academic and professional skill?

13. Discuss the central message of *The Secret of Work*. How does Vivekananda connect work with spirituality?

(Or)

As a student representative, prepare a notice on 'Fresher's Day' celebrations in your college.

	A.S.D GOVERNMENT DEGREE COLLEGE FOR WOMEN AUTONOMOUS KAKINADA	Program & Semester Semester - III B.A.,B.Com.,& B.Sc Honors			
Course Code ENG	TITLE OF THE COURSE English Bridge-III: Global Future				
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		3	1	-	4

Learning Objectives

1. To enhance students' ability to understand and appreciate poetry, prose, and drama.
2. To develop effective writing, speaking, and interpersonal communication skills.
3. To enable students to express themselves confidently in interviews and professional scenarios.
4. To promote critical thinking, emotional intelligence, and self-awareness through soft skills.

Course Outcomes

On Completion of the course, the students will be able to-	
CO1	Students will be able to interpret and respond to literary texts.
CO2	Students will demonstrate proficiency in writing formal and informal letters, CVs, and emails.
CO3	Students will be capable of participating in interviews and group discussions.
CO4	Students will reflect on personal and professional strengths through SWOC analysis and EI.
CO5	Integrate vocabulary and grammar in writing and speaking activities effectively.

Unit I

1. Poem: 'Where I live?' – Arundhati Subramaniam
2. Types of Listening & Barriers to listening
3. E-mail Writing

Unit II

1. Short Story: The First Day- Edward.P.Jones
2. Greetings and Introduction
3. Resume and Cover Letter

Unit III

1. Prose: After Twenty Years by O'Henry
2. Asking and Giving Information
3. Interview Skills{Types of interviews, do's and do not's of interviews and stages of interviews)

Unit IV

1. Prose: Principles of Good Writing – L.A. Hills
2. Paragraph Writing (Guided writing)
3. Principles of Translation (Translation from English to Telugu 150 words)

Unit V

1. Time Management
2. Attitude
3. Social Consciousness
4. Emotional Intelligence

Suggested Classroom Activity:

Unit-1

1. Listening comprehension
2. Writing emails.

Unit-II

1. Self and introducing others
2. Resume writing

Unit-III

1. Mock Interviews
2. Practice session for procuring information

Unit-IV

1. Review of a film in a paragraph
2. Translation of English news

Unit-V

1. Role play
2. Monologue

References

1. Ghosh, B.N. (2010). 'Managing Soft Skills for Personality Development'. Tata McGraw Hill.
2. Kaul, Asha. (2005). 'Effective Business Communication'. Prentice Hall India.
3. Doff, Adrian & Jones, Christopher. (2014). 'Language in Use – Intermediate'. Cambridge University Press.
4. Kumar, Sanjay & Lata, Pushp. (2018). 'Communication Skills'. Oxford University Press.
5. Carnegie, Dale. (1936). 'How to Win Friends and Influence People'. Simon & Schuster.
6. Covey, Stephen R. (1989). 'The 7 Habits of Highly Effective People'. Free Press.
7. Driscoll, Donna. (2021). 'English for Job Seekers'. Cambridge India.
8. Selected newspaper articles, TED Talks, official websites, and YouTube channels used for classroom activities.

PAPER CODE -
A.S.D GOVERNMENT DEGREE COLLEGE FOR WOMEN (A), KAKINADA
Department of English
GENERAL ENGLISH FOR B.A.,B.Com.,B.Sc Honors : 2025-2026
SEMESTER -III (With effect from 2025-2026)
A COURSE IN READING AND WRITING SKILLS
Pattern of Question Paper
Blueprint

Time: 3hours

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	2	4	8			
	Unit - III	1	4	4			
	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		10		60

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

PAPER CODE:
A.S.D GOVERNMENT DEGREE COLLEGE FOR WOMEN (A), KAKINADA
Department of English
General English for B.A.,B.Com.,B.Sc Honors : 2025-2026
SEMESTER -III
English Bridge-III: Global Future
Model Question Paper

Time: 3 hours

Max Marks: 60

SECTION - A

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

1. Define barriers to listening. How do they affect effective communication?
2. What are the different types of listening? Explain each with suitable examples.
3. Write any Two Formal Greetings and Two Informal Greetings.
4. Introduce your sister to your classmates.
5. Write any four polite requests to ask Information.
6. Discuss the role of social consciousness in shaping the character and responsibilities of today's youth.
7. What is attitude? Explain its characteristics and how it influences human behavior.
8. Translate the following story into Telugu.

The baby bear followed his mama. Mama bear **walked through** the woods. She was **looking for** berries to eat. She found some black berries. She started eating them. The baby started eating them, too. They ate all the berries. Baby bear was full. Mama bear was still hungry. She started walking again. She wanted to find more berries to eat. Baby bear **lay down**. He was full. He wanted to **take a nap**. But mama bear came back. She growled at baby bear. He understood mama's growl. When mama growled, he obeyed. He got up and followed his mama. Someday he would take a nap after a meal. A squirrel ran up a tree with a nut. It dropped the nut and ran **back down** to the ground. It **picked up** the nut and looked at baby bear. Then it ran back up the tree. Baby bear did not like nuts. They were too hard to open.

SECTION - B

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

9. a) Discuss how Arundhati Subramaniam portrays the idea of home and belonging in "*Where I live?*".

(Or)

b) Write an email to your college principal requesting permission to organize a student fest in the college.

10. a) Analyze the significance of education in the story '*The First Day*'. How does the mother's own illiteracy highlight the power of schooling for the next generation?

(Or)

b) **Apply with resume/ C.V to the post advertised in the following notification.**

MEDICAL REPRESENTATIVE

URGENT REQUIREMENT FOR A REPUTED COMPANY

The right Candidate should have:

- * 2-3 years' experience as medical representative in pharmaceutical company
- * Graduate in pharma or post-graduation in pharma
- * Experience in dealing with doctors and the HRs of the hospitals
- * Customer service preferred
- * Good written and spoken communication skills in English, Knowledge in speaking Hindi and other languages
- * Ability to work well in a team

11. a) Discuss how O. Henry explores the conflict between personal loyalty and professional duty in "*After Twenty Years*." How does this tension drive the story's climax?

(Or)

b) How do the dos and don'ts of interviews help shape personal growth and professionalism?

12. a) To what extent can "*Principles of Good Writing*" be seen as a practical handbook for students and aspiring writers? Illustrate with examples.

(Or)

b) What are the essential features of a good paragraph? Discuss with examples.

13. a) How does effective time management contribute to achieving goals in education, career, and personal growth?

(Or)

b) How does emotional intelligence contribute to effective leadership and teamwork in modern organizations?

PAPER CODE BW24201SC
A.S.D. GOVT DEGREE COLLEGE FOR WOMEN (AUTONOMOUS)
KAKINADA

Department of English
SKILL COURSE 2025-26
CBCS I YEAR UG HONOURS DEGREE PROGRAM
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:**

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: 2025-2026
II SEMESTER**

BUSINESS WRITING - SKILL COURSE

Course Code: BW24201SC

Pattern of Question paper

Q. No.	Topic	Hrs. Allotted	No. of Qs to be given	No. of Qs. To be answered	Marks
I	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.				4x4=16 Marks
II	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.		08 short answers	04 Short Answers	3x08 = 24 Marks
			06 Essays	03 Essays	
III	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.				
			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
mins

Time: 1hr 30

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

4X4=16 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 WOMEN (A), KAKINADA
DEPARTMENT OF ENGLISH
Certificate Course (2025-2026)
Mastering English conversation
Syllabus

Structured syllabus for mastering English conversation—progressing from basics to advanced, with a practical, interactive focus.

Syllabus for Mastering English Conversation

Module 1: Foundations of Conversation (Weeks 1–2)

- **Topics:**
 - Greetings & Introductions (formal vs informal)
 - Asking and answering simple questions
 - Common daily expressions & small talk
 - Polite phrases (please, sorry, thank you, excuse me)
- **Practice:**
 - Role-plays: meeting new people, talking to a shopkeeper
 - Listening to short dialogues & repeating
 - Recording your own self-introduction

Module 2: Building Fluency (Weeks 3–4)

- **Topics:**
 - Talking about yourself (family, work, hobbies)
 - Asking for and giving directions
 - Making requests and offers
 - Expressing likes, dislikes, and preferences
- **Practice:**
 - Pair practice: “Find someone who...” activities
 - Conversation games (20 Questions, Would You Rather)
 - Watch short videos/podcasts, summarize in 2–3 sentences

Module 3: Everyday Situations (Weeks 5–6)

- **Topics:**
 - At a restaurant, shopping, or hotel
 - Phone conversations & online chatting etiquette
 - Talking about past events & future plans
 - Describing experiences, people, and places
- **Practice:**
 - Mock conversations: ordering food, making reservations
 - Storytelling: share a memorable event
 - “Future plans” presentations in small groups

Module 4: Expanding Vocabulary & Expression (Weeks 7–8)

- **Topics:**
 - Common idioms & phrasal verbs in conversation
 - Expressing opinions, agreement, and disagreement
 - Handling misunderstandings (“Could you repeat that?”)
 - Giving compliments & responding naturally
- **Practice:**
 - Group debates on simple topics (e.g., books vs movies)
 - Practice rephrasing the same idea in 2–3 different ways
 - Shadowing: imitate native speakers’ tone & rhythm

Module 5: Professional & Academic Conversation (Weeks 9–10)

- **Topics:**
 - Formal vs informal speaking styles
 - Introducing yourself in interviews/meetings
 - Making presentations & explaining ideas clearly
 - Networking and polite small talk in professional settings
- **Practice:**
 - Role-play: job interview
 - Give a 2-minute presentation on a familiar topic
 - Peer feedback on clarity & confidence

Module 6: Advanced Fluency & Cultural Nuance (Weeks 11–12)

- **Topics:**
 - Conversational humor & storytelling
 - Persuasive speaking & negotiation
 - Understanding cultural differences in communication
 - Handling fast-paced group discussions
- **Practice:**
 - Debate complex topics (e.g., technology & society)
 - Tell a short story with humor/emotion
 - Join English discussion forums or speaking clubs

A. S. D. GOVERNMENT DEGREE COLLEGE FOR WOMEN (A), KAKINADA
DEPARTMENT OF ENGLISH
Certificate Course (2025-2026)
Mastering English conversation
Model Question Paper

Section A: Listening Comprehension (20 Marks)

*Instructions: Listen to an audio clip (1–2 minutes). Answer the questions based on it.
(Since this is a model, you can substitute with a short video/audio from YouTube, podcasts, or textbook resources.)*

Sample Questions:

1. What is the topic of the conversation? (2 marks)
2. What are the speakers planning to do? (3 marks)
3. Identify two expressions/phrases used to make suggestions. (5 marks)
4. What kind of relationship do the speakers seem to have? (2 marks)
5. Do you think the conversation was formal or informal? Why? (3 marks)
6. Pick one sentence and rewrite it in your own words. (5 marks)

Section B: Speaking Skills (30 Marks)

Instructions: Choose one topic from each part and speak for 1–2 minutes.

Part 1: General Introduction (10 marks)

Choose one:

- Talk about your family, hobbies, and your typical day.
- Describe your hometown and something special about it.

Criteria:

- Fluency (3)
- Pronunciation (2)
- Vocabulary use (2)
- Clarity of ideas (3)

Part 2: Situational Speaking (10 marks)

Choose one:

- You are calling to book a table at a restaurant. Make the call.
- You meet a tourist asking for directions. Help them.
- You are checking into a hotel. Have a conversation with the receptionist.

Part 3: Expressing Opinions (10 marks)

Choose one and give your opinion:

- Is it better to study online or in a classroom?
- Should mobile phones be allowed in schools?
- Do you prefer living in a city or the countryside?

Section C: Conversation & Role Play (30 Marks)

Instructions: You will be paired with another student (or play both roles in practice). Perform these interactions.

1. Role Play 1: Shopping

You want to buy a gift for a friend. Talk to the shopkeeper.

(Marks: 10 – natural conversation, appropriate questions, polite phrases)

2. Role Play 2: Making Plans

Plan a weekend trip with your friend. Discuss options and make a decision.

(Marks: 10 – suggesting, agreeing/disagreeing, using future tense)

3. Role Play 3: Complaint

You received the wrong order at a restaurant. Politely complain and request a solution.

(Marks: 10 – handling conflict politely, expressing problems clearly)

Section D: Vocabulary & Usage (20 Marks)

A. Complete the sentences with appropriate expressions or phrases: (5 marks)

1. If I were you, I would _____.
2. Can you tell me how to get to _____?
3. I'm really into _____ these days.
4. Sorry to interrupt, but _____.
5. That's a great idea, but _____.

B. Match the expressions with their meanings: (5 marks)

Expression	Meaning
a) Break the ice	1. Wait a moment
b) Hang on	2. Calm down
c) Take it easy	3. Start a conversation in a social setting
d) I'm afraid not	4. Say "no" politely
e) It slipped my mind	5. I forgot

C. Rewrite the following sentences using polite expressions: (5 marks)

1. Give me the pen.

2. What do you want?
3. You're wrong.
4. I can't do that.
5. That's a bad idea.

D. Use the correct form of the phrasal verb in brackets: (5 marks)

1. I need to _____ (look after) my little brother tonight.
2. Let's _____ (set off) early to avoid traffic.
3. She _____ (give up) smoking last year.
4. We'll _____ (figure out) the answer together.
5. He _____ (run into) an old friend at the café.

Evaluation Criteria:

- **Fluency & Coherence**
- **Pronunciation**
- **Vocabulary Usage**
- **Grammatical Accuracy**
- **Politeness & Cultural Awareness**
- **Listening & Comprehension**