

**SHRIMATI INDIRA GANDHI COLLEGE, TIRUCHIRAPPALLI**

**Nationally Accredited at 'A' Grade (4th Cycle) by NAAC**

**An ISO 9001 : 2015 Certified Institution**

**DEPARTMENT OF ENGLISH**

### **Unit Wise One Marks**

#### **UNIT I: Basics of Communication**

1. **Communication** is the process of exchanging ideas, information, feelings, or thoughts between individuals.

**Answer:** Communication

2. The main elements of the communication process include: **Sender, Message, Channel, Receiver, Feedback, and Noise.**

**Answer:** Sender, Message, Channel, Receiver, Feedback, Noise

3. **Noise** refers to any interference that distorts or interrupts the message in the communication process.

**Answer:** Noise

4. Effective communication requires clarity, conciseness, and **feedback** to ensure the message is understood.

**Answer:** feedback

5. Barriers to effective communication can be **physical, psychological, language, or cultural.**

**Answer:** physical, psychological, language, cultural

#### **UNIT II: Vocabulary and Grammar**

1. A **prefix** is a group of letters added at the beginning of a word to modify its meaning.

**Answer:** prefix

2. To improve vocabulary, one should read regularly, use a **dictionary**, and practice new words in context.

**Answer:** dictionary

3. **Fluency** in language refers to the ability to express oneself easily and articulately.

**Answer:** Fluency

4. The basic parts of speech in English grammar include **noun**, **verb**, **adjective**, and **adverb**.

**Answer:** noun, verb, adjective, adverb

5. An **official letter** typically includes the sender's address, date, recipient's address, salutation, body, and closing.

**Answer:** official letter

### **UNIT III: LSRW Skills and Communication**

1. LSRW stands for **Listening**, **Speaking**, **Reading**, and **Writing** skills.

**Answer:** Listening, Speaking, Reading, Writing

2. **Verbal communication** involves the use of words to convey messages, while **non-verbal communication** includes gestures, facial expressions, and body language.

**Answer:** Verbal communication, non-verbal communication

3. Active **listening** requires full attention to the speaker, understanding their message, and providing feedback.

**Answer:** listening

4. A **group discussion** is a collaborative exchange of ideas among individuals to reach a consensus or share perspectives.

**Answer:** group discussion

5. **Self-presentation** involves showcasing one's abilities and qualities effectively, often through dynamic presentations.

**Answer:** Self-presentation

### **UNIT IV: Business Process Outsourcing (BPO)**

1. **BPO** stands for Business Process Outsourcing, which involves contracting specific business tasks to third-party service providers.

**Answer:** BPO

2. Benefits of BPO include cost reduction, access to specialized skills, and increased operational efficiency.

**Answer:** cost reduction, access to specialized skills, increased operational efficiency

3. BPO models can be categorized as **offshore**, **nearshore**, or **onshore** based on the location of the service provider.

**Answer:** offshore, nearshore, onshore

4. Types of BPO vendors include **transactional providers**, **niche providers**, and **comprehensive providers**.

**Answer:** transactional providers, niche providers, comprehensive providers

5. Some prominent BPO companies in India are **TCS, Infosys, and Wipro**.

**Answer:** TCS, Infosys, Wipro

## **UNIT V: Documentation Using MS Word and Excel**

1. In MS Word, the **AutoCorrect** feature automatically corrects common spelling and typing errors.

**Answer:** AutoCorrect

2. The **Spelling and Grammar** tool in MS Word helps identify and correct grammatical mistakes in a document.

**Answer:** Spelling and Grammar

3. **Mail Merge** in MS Word allows users to create multiple documents, such as letters or labels, using data from an Excel spreadsheet.

**Answer:** Mail Merge

4. In MS Excel, you can create and edit spreadsheets that perform calculations and data analysis.

**Answer:** MS Excel

5. The **AutoText** feature in MS Word enables users to insert predefined text blocks quickly into a document.

**Answer:** AutoTex

## **Unit Wise 2 Marks**

### **UNIT I: Basics of Communication**

#### **Q1. Define communication.**

**A:** Communication is the process of exchanging ideas, information, or feelings between a sender and a receiver to achieve mutual understanding ([dodldu.in](http://dodldu.in)).

#### **Q2. State three barriers to effective communication.**

**A:** Common barriers include physical (e.g. noise), psychological (e.g. emotions), cultural/language differences .

### **UNIT II: Vocabulary & Grammar**

#### **Q1. How can one improve English vocabulary?**

**A:** By reading regularly, using a dictionary, and practicing new words in context.

#### **Q2. Name any two basic parts of speech.**

**A:** Noun and verb.

## **UNIT III: LSRW Skills & Communication**

### **Q1. What does LSRW stand for?**

**A:** Listening, Speaking, Reading, Writing.

### **Q2. Distinguish between verbal and non-verbal communication.**

**A:** Verbal uses words/spoken or written language; non-verbal uses gestures, facial expressions, body language.

## **UNIT IV: BPO Fundamentals**

### **Q1. What is BPO?**

**A:** Business Process Outsourcing – contracting business tasks (e.g. support, payroll) to external providers.

### **Q2. Give two benefits of BPO.**

**A:** Reduces costs and provides access to skilled talent.

## **UNIT V: MS Word & Excel Documentation**

### **Q1. What is AutoCorrect in MS Word?**

**A:** A feature that automatically corrects common typing and spelling errors.

### **Q2. What does Mail Merge enable in MS Word?**

**A:** It lets users generate multiple personalized documents (e.g. letters or labels) using data from an Excel spreadsheet.

## **Unit Wise 5 Marks**

## **UNIT I: Basics of Communication**

### **1. Define communication and describe its main features (5 marks)**

**Answer:** Communication is the process by which two or more people exchange ideas, facts, feelings, or impressions to reach a shared understanding. It involves a **sender**, who encodes a **message** into a chosen **channel**, which the **receiver** then decodes and interprets, followed by **feedback** to complete the loop. Key features include:

- It's a **continuous**, two-way process where clarity and mutual understanding are the goals
- It can be **verbal or non-verbal**, using words, gestures, tone, body language, etc.
- It requires **appropriateness** and **effectiveness** to suit social or cultural norms

**2. Explain the stages of the communication process and list common barriers (5 marks)**

**Answer:**

**Stages of the process** include:

1. **Sender/Source** – originates the message.
2. **Encoding** – converting ideas into symbols (speech, text).
3. **Channel/Medium** – the method used (e.g., speech, writing).
4. **Receiver** – the target of the message.
5. **Decoding** – interpreting the message.
6. **Feedback** – response that closes the communication loop **Common barriers** include:
  - **Physical** (noise, distance),
  - **Language/cultural** (jargon, gestures),
  - **Psychological/emotional** (stress, prejudice),
  - **Perception/selective hearing**,
  - **Ambiguity/information overload**

**UNIT II: Vocabulary & Grammar**

**1. Explain how to improve vocabulary and develop fluency (5 marks)**

**Answer:**

- **Extensive reading** of diverse texts exposes learners to new words in context, helping retention.
- **Use of dictionaries** and vocabulary tools enables understanding of meanings, synonyms, and proper usage.
- **Active usage**: engaging in speaking/writing practice integrates new words into active vocabulary.
- **Contextual learning**: using flashcards, sample sentences, and word maps deepens understanding.
- **Regular review** of learned words ensures long-term retention.

Together, these build a rich vocabulary and enhance **fluency**, the ability to express ideas smoothly and accurately.

**2. Describe basic grammar rules and formal letter structure (5 marks)**

**Answer:**

**Basic grammar rules** involve:

- **Parts of speech:** nouns, pronouns, verbs, adjectives, adverbs, conjunctions, prepositions.
- Ensuring **subject-verb agreement**, correct **tense usage**, and **proper sentence structure**.
- Avoiding errors such as **run-on sentences**, **fragments**, or **misplaced modifiers**.

**Structure of official letters** typically includes:

1. Sender's address and date,
2. Receiver's address,
3. Formal salutation (e.g., "Dear Sir/Madam"),
4. Clear and concise body (purpose, details, call to action),
5. Complimentary closing ("Yours faithfully/sincerely"),
6. Sender's signature and designation.

### **UNIT III: LSRW Skills & Communication**

#### **1. Explain the importance of LSRW and differentiate verbal vs non-verbal communication (5 marks)**

**Answer:** LSRW stands for **Listening, Speaking, Reading, Writing**, the core language skills. Together, they enable effective communication:

- **Listening** ensures understanding.
- **Speaking** helps express ideas.
- **Reading** absorbs information.
- **Writing** clarifies and organizes thoughts.

**Verbal communication** uses spoken or written language.

**Non-verbal communication** employs body language, gestures, facial expressions, posture, tone, and proxemics. Non-verbal signals often reinforce or contradict verbal messages.

#### **2. Describe the listening process and key aspects of group discussion (5 marks)**

**Answer:**

**Listening process** consists of:

1. **Receiving** – paying attention to the sound.
2. **Decoding** – interpreting the meaning.

3. **Understanding** – grasping the content.
4. **Responding** – providing feedback (verbal/non-verbal).
5. **Remembering** – retaining information.

**Group discussions** involve a structured, interactive exchange aimed at consensus or exploring perspectives. Key skills: active listening, turn-taking, respectful engagement, clear presentation of ideas, and summarizing points.

## UNIT IV: BPO Fundamentals

### 1. Define BPO, its benefits, and types/models (5 marks)

**Answer:**

**BPO (Business Process Outsourcing)** is contracting specific business operations (e.g., payroll, HR, customer service, IT) to external vendors .

**Benefits** include:

- **Cost savings**,
- **Improved operational efficiency**,
- **Access to skilled talent and advanced technology**,
- **Focus on core business functions**

**Types/models:**

- Based on **function**: back-office (data entry, HR), front-office (customer care)
- Based on **location**:
  - **Onshore** (within same country),
  - **Nearshore** (neighboring country),
  - **Offshore** (different country with lower costs, e.g., India)

### 2. Highlight the Indian BPO sector's role and leading companies (5 marks)

**Answer:**

India's BPO industry is a global leader, valued around **US \$280 billion**, employing ~3 million people, and projected to reach US \$8.8 billion by 2025

Major service providers include: **TCS, Infosys, Wipro, Teleperformance, and Genpact**.

Recent AI-driven tools—such as real-time accent translation and co-pilots—are enhancing efficiency but are also **reshaping roles**, with a greater focus on **value-added and empathetic services**

## UNIT V: MS Word & Excel Documentation

### 1. Explain key MS Word features (AutoText, AutoCorrect, Spelling & Grammar, Mail Merge) (5 marks)

Answer:

- **AutoCorrect** automatically fixes common spelling/typing errors.
- **AutoText** lets users save and insert frequently used text blocks quickly.
- **Spelling & Grammar** tool identifies errors and suggests corrections.
- **Mail Merge** allows bulk generation of personalized letters, envelopes, emails, or labels using data from Excel or other sources.

### 2. Describe MS Excel's role in documentation and collaboration with Word (5 marks)

Answer:

MS Excel is used to create, edit, and analyze spreadsheets—organizing data in tables, performing arithmetic operations via formulas, generating charts, and automating calculations.

It collaborates with MS Word through **Mail Merge**, where Excel serves as the **data source** to produce customized Word documents like letters or labels for multiple recipients.

## Unit Wise 15 Marks

## UNIT I: Communication Fundamentals

 **Essay Question 1:** *Explain the communication process and its key elements, highlighting common barriers and how to overcome them.*

Answer:

The communication process encompasses six core stages:

1. **Sender** – originates the idea or message.
2. **Encoding** – converts thoughts into language or symbols.
3. **Channel** – medium used (verbal, written, signals).
4. **Receiver** – person who gets the message.
5. **Decoding** – interpreting the sender's message.
6. **Feedback** – response closing the communication loop.

Effective communication hinges on clarity and feedback. However, various barriers can impede this flow:

- **Physical barriers:** environmental distractions like noise or distance hinder message clarity.
- **Psychological/emotional barriers:** stress, mistrust, or fear can cloud understanding.
- **Cultural/language barriers:** jargon, slang, or differing cultural norms may cause misinterpretation.
- **Perceptual/cognitive barriers:** personal biases and selective hearing distort message interpretation

**Strategies to overcome** include using clear, simple language; fostering open feedback; ensuring distraction-free environments; and cultivating cultural awareness through sensitivity training.

## UNIT II: Vocabulary, Fluency, and Grammar

 **Essay Question 2: Discuss how one can improve vocabulary and fluency, and explain key grammar rules useful in business communication.**

### Answer:

Improving vocabulary and fluency involves:

- **Reading widely:** exposes learners to varied contexts and new word usage.
- **Dictionary use and word lists:** help grasp definitions, synonyms, antonyms.
- **Contextual practice:** flashcards, sentence creation, and daily use cement learning.
- **Active usage:** integrating words into speaking and writing enhances retention.

Fluency results from combining vocabulary with grammatical accuracy, enabling smooth expression.

### Key grammar rules for clarity:

- **Parts of speech:** appropriate use of nouns, verbs, adjectives, adverbs.
- **Subject–verb agreement:** “She writes,” not “She write.”
- **Correct tense usage:** e.g., “I have received,” not “I receive yesterday.”
- **Clear sentence structure:** avoiding run-ons, fragments, and misplaced modifiers.

- **Formal letter structure:** sender/receiver addresses, date, salutation, body, closing, signature—critical for business correspondence.

### **UNIT III: LSRW & Verbal/Non-verbal Communication**

 **Essay Question 3:** *Elaborate on LSRW skills and differentiate between verbal and non-verbal communication with real-world examples.*

**Answer:**

**LSRW – Listening, Speaking, Reading, Writing** – are essential for comprehensive communication skills:

- **Listening** ensures accurate reception of information.
- **Speaking** allows verbal or written delivery of ideas.
- **Reading** facilitates comprehension of written material.
- **Writing** enables organized expression of thoughts.

**Verbal communication** uses spoken or written words (“The meeting starts at 9 AM.”).

**Non-verbal communication** includes body language, facial expressions, gestures, tone of voice. For instance, a firm handshake or eye contact expresses confidence, while crossed arms may signal defensiveness, often reinforcing or contradicting spoken words.

### **UNIT IV: BPO in India**

 **Essay Question 4:** *Discuss the concept of BPO, its benefits, models, and significance in the Indian context.*

**Answer:**

**Business Process Outsourcing (BPO)** involves contracting business tasks—whether front-office (customer service) or back-office (data entry, HR, finance)—to third-party providers.

**Key benefits include:**

- **Cost efficiency:** reduced wages and infrastructure savings.
- **Access to skilled talent and latest technologies**, especially English-speaking workforce in India
- **Operational efficiency and scalability**, allowing firms to focus on core tasks.

**Models of outsourcing:**

- **Onshore** (within same country),

- **Nearshore** (adjacent country),
- **Offshore** (distant foreign country)

### **India's BPO landscape:**

- A leading global destination, with revenues over US \$38 billion and around 2.8 million employees.
- Offers diverse services—customer support, data processing, technical help desks—driven by cost advantages and English proficiency.
- Recent adoption of AI (real-time accent translation, co-pilots) boosts efficiency but poses automation and job displacement challenges.

## **UNIT V: MS Word & Excel for Documentation**

 **Essay Question 5: Explain how MS Word and Excel features—such as AutoCorrect, AutoText, Spelling & Grammar, and Mail Merge—enhance professional documentation.**

**Answer:**

### **MS Word Features:**

- **AutoCorrect** automatically fixes typing errors.
- **AutoText** enables insertion of predefined blocks of text (e.g., addresses, salutations).
- **Spelling and Grammar** tools highlight errors and suggest corrections.
- **Mail Merge** integrates Excel data (e.g., names, addresses) to create personalized documents like letters, envelopes, and labels. These automate routine tasks, ensure consistency, and save time in large-scale document creation.

### **MS Excel:**

- Organizes data in tabular form with powerful formula and chart capabilities.
- Serves as a data source for Mail Merge in Word.
- Facilitates data analysis and supports decision-making through calculation and visualization tools.