

Reg. No.:



Name:

University of Kerala

U9078

Second Semester FYUGP Degree Examination, April 2025

Discipline Specific Core Course

ENGLISH

UK2DSCENG105 - Language for Specific Purposes

Academic Level: 100-199

Time: 2 Hours(120 Mins)

Max. Marks: 56

Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each, Answer all questions

Qn No.	Question	CL	CO
1	List the types of ESP	RE	1
2	SEO stands for.....	RE	1
3	Explain the role of customs officer in logistics.	UN	2
4	Name a key feature of technical vocabulary.	UN	1
5	Mention two essential components of Business Correspondence.	UN	5
6	What is the primary function of a memo in business communication?	UN	1

Part B.10 Marks.Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Describe the need of English for Specific Professions	UN	3
8	Purpose of SWOT analysis?	UN	3
9	Predict the scope of IELTS and TOEFL in the present scenario	AP	1
10	Present your opinions regarding the importance of maintaining objectivity in a research report.	AP	4
11	Apply the concept of logistics re-engineering and determine how it can help a company improve its supply chain efficiency.	AP	5

Part C.16 Marks.Time:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options * within each question

Qn No.	Question	CL	CO
12	A) Compare EAP and EOP with examples. OR B) Demonstrate the difference between Business-to-Business (B2B) and Business-to-Consumers (B2C) with suitable examples.	AP	4, 3

Qn No.	Question	CL	CO
13	A) Prepare six questions you may ask while purchasing a bike? OR B) Demonstrate logical perspectives regarding the compliance of ethics, while working in the field of science and technology.	AP	3, 4
14	A) Differentiate between first-mile delivery and last-mile delivery. OR B) Analyze the difference between agenda and minutes.	AN	4, 4
15	A) Difference between ESP and EGP OR B) Analyse the various technical problems that you encounter while using machines/gadgets. How do you resolve it?	AN	1, 3

Part D.24 Marks.Time: 60 Minutes.(Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each.Answer all 4 questions choosing among options * within each question

Qn No.	Question	CL	CO
16	A) Assess the impact of automation and artificial intelligence (AI) on logistics job roles. OR B) How does interdisciplinary learning prepare ESP learners for real-world jobs?	AN	4, 1
17	A) Assess the effectiveness of commonly used logistics abbreviations in improving efficiency in global supply chains. OR B) Discuss how ESP can be adapted to meet evolving industry demands.	EV	4, 1
18	A) What are the lexical characteristics of EST? OR B) Summarize some of the effective methods to handle customer enquiries and complaints effectively.	EV	1, 4
19	A) Compose a polite message to inform a supplier that some items are missing from a shipment. OR B) Create a professional email template for responding to a job offer.	CR	5, 2