

QP Code 

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| 1 | 6 | 0 | 0 | 9 | 9 |
|---|---|---|---|---|---|

 Register Number 

|  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|

**VELALAR COLLEGE OF ENGINEERING AND TECHNOLOGY**  
(An Autonomous Institution, Affiliated to Anna University, Chennai)

Semester Examinations – April / May 2017                      Regulations-2016

Programme: B.E/B.Tech.                      Semester: 1                      Max. Marks: 100                      Duration: 3 Hrs

Course Code & Title:    **16ENT11    COMMUNICATIVE ENGLISH-I**

|                       |                    |                |                 |
|-----------------------|--------------------|----------------|-----------------|
| Knowledge Levels (KL) | K1 - Remembering   | K3 - Applying  | K5 – Evaluating |
|                       | K2 - Understanding | K4 – Analyzing | K6 – Creating   |

**Part A - Answer ALL Questions.                      10 x 2 = 20 Marks**

- | No.          | Questions   | KL |   |             |             |             |             |              |             |             |                   |  |             |  |
|--------------|---|----|---|-------------|-------------|-------------|-------------|--------------|-------------|-------------|-------------------|--|-------------|--|
| 1.           | <b>Match the word in column A with their correct meaning in Column B.</b>   | K1 |   |             |             |             |             |              |             |             |                   |  |             |  |
|              | <table border="0"> <tr> <td align="center">A</td> <td align="center">B</td> </tr> <tr> <td>i. Dynamism</td> <td>a. Producer</td> </tr> <tr> <td>ii. Enhance</td> <td>b. Sympathy</td> </tr> <tr> <td>iii. Breeder</td> <td>c. Heighten</td> </tr> <tr> <td>iv. Empathy</td> <td>d. Getting rid of</td> </tr> <tr> <td></td> <td>e. strength</td> </tr> </table>   | A  | B | i. Dynamism | a. Producer | ii. Enhance | b. Sympathy | iii. Breeder | c. Heighten | iv. Empathy | d. Getting rid of |  | e. strength |  |
| A            | B   |    |   |             |             |             |             |              |             |             |                   |  |             |  |
| i. Dynamism  | a. Producer   |    |   |             |             |             |             |              |             |             |                   |  |             |  |
| ii. Enhance  | b. Sympathy   |    |   |             |             |             |             |              |             |             |                   |  |             |  |
| iii. Breeder | c. Heighten   |    |   |             |             |             |             |              |             |             |                   |  |             |  |
| iv. Empathy  | d. Getting rid of   |    |   |             |             |             |             |              |             |             |                   |  |             |  |
|              | e. strength   |    |   |             |             |             |             |              |             |             |                   |  |             |  |
| 2.           | <b>Add suitable suffixes(-ion, -ment, -ant, -able) to the words given in the box and fill in the blanks.(Consult, avail, promote and develop)</b><br>There is a growing need for the _____ of science and technology all over India, especially in rural areas. The need for _____ in this field was felt in the early 1990s. Engineers have to act as _____ and help in the use of _____ resources for the growth of the nation. | K1 |   |             |             |             |             |              |             |             |                   |  |             |  |
| 3.           | <b>Convert the following sentences into Impersonal Passive Voice:</b><br>i) The government of India gives awards to outstanding Scientists.<br>ii).China produces thousands of electronic devices every year.   | K2 |   |             |             |             |             |              |             |             |                   |  |             |  |
| 4.           | <b>Expand the following compound words.</b><br>i) health centre -    ii) blackboard -   | K3 |   |             |             |             |             |              |             |             |                   |  |             |  |
| 5.           | <b>Fill in the blanks with correct prepositions.</b><br>The reactor has to be surrounded _____ concrete and steel walls. It is necessary _____ monitor radiation levels _____ and _____ the plants.   | K3 |   |             |             |             |             |              |             |             |                   |  |             |  |
| 6.           | <b>Fill in the blanks with the appropriate forms of the verb.</b><br>Weather is created by the heat of the sun. When the sun ----- (shine) on the Earth, the air close to the surface ----- (heat up). The higher it ----- (go), The cooler it ---- ---- (become).  | K3 |   |             |             |             |             |              |             |             |                   |  |             |  |
| 7.           | <b>Rewrite the following as directed:</b><br>i) It is not _____ on the part of government to increase the bus _____ (fare/fair).<br>ii) We must pay an _____(annual / annul )   | K3 |   |             |             |             |             |              |             |             |                   |  |             |  |
| 8.           | <b>Select the appropriate Phrasal Verbs from the brackets.</b><br>i) His father always taught him not to _____ those people with less. (look up to / look down on)<br>ii) Stop complaining and _____ your work.(get on with / get over).  | K2 |   |             |             |             |             |              |             |             |                   |  |             |  |
| 9.           | <b>Frame suitable questions for the statements given below.</b><br>i) I spend my holidays at my grandmother’s place.<br>ii) They will see the Niagara Falls during their trip to Canada.  | K6 |   |             |             |             |             |              |             |             |                   |  |             |  |

10. Use the following List of model verbs and complete the given sentences.

K3

(can, must, would, shall)

- a) We \_\_\_\_\_ Start now; otherwise. It'll be too late.
- b) \_\_\_\_\_ you mind waiting for a minute?
- c) I \_\_\_\_\_ lift this bag, don't bother.
- d) The weather forecast says it \_\_\_\_\_ rain tomorrow.

**Part B - Answer ALL Questions.**

**5 x 16 = 80 Marks**

**No**

**Questions**

**Marks**

**KL**

11. a **Read the following passage and answer the questions:**

16

K4

It has always been clear, of course that a properly designed media programme uses press, posters, printed leaflets and so on in proportions suitable to the nature of the product itself. In such a programme television occupies a relatively important place if the product is sold in small quantities, at a low price to the vast mass of the people. It is regarded as a quick acting medium, peculiarly suited to prompting 'impulse purchases'. Larger items, such as cars and refrigerators, may be more profitably advertised in the press or other media which are examined in greater detail and more at leisure than television 'commercials' can possibly be. Nevertheless, in most mass advertising campaigns, the media are used in combination with each other, in proportions which tend to be more and more carefully, and even scientifically, determined. It is significant, in this connection, that the poster medium and outdoor advertising generally, are now staging something of a recovery, after sustaining what at first looked like being a severe blow at the time of the introduction of commercial television into the United Kingdom in 1955. Media planning is only one of the branches of the British advertising business, where more exact methods of measurement and the close study of statistical data have made considerable headway in recent years. The marketing and research departments of the advertisers themselves, and of the agents who act as middlemen between advertisers and media owners in the case of more than 50 percent of British advertising business, are constantly expanding. These departments have for sometime included a number of University graduates. Usually with particular qualification in statistics and the movement of University trained men into advertising, the business is growing as is the study of advertising problems in the universities themselves, particularly in the departments of economics, psychology and sociology.

**I. Choose one of the options given below:**

(6)

**a. A properly designed media programme uses**

- i) Television – if the commodity is produced on a large scale.
- ii) Different sources of media according to the product.
- iii) A media which depends on the impulse.

**b. The producers advertise larger items**

- i) On television 'commercial' to appeal to the people.
- ii) In press so that the customer may see details leisurely.
- iii) To make profit through poster advertisement

**c. The poster medium and outdoor advertisement**

- i) Were started in the United Kingdom in 1955.
- ii) Are again becoming popular these days.
- iii) Nowadays depend upon commercial television.

**d) British advertising business**

- i) Is one of the branches of media planning?
- ii) Has a close study of roads and ways in recent years.
- iii) Studies closely measuring methods of advertisement

**e) The marketing and research departments of advertisers**

- i) Have employed a number of university graduates.
- ii) Have appointed 50 percent middlemen.
- iii) Have started departments of economics, psychology and sociology.

**f) The advertising agents act as middlemen between**

- i) University students and advertisers.
- ii) Media owners and economists.
- iii) Those interested in advertising and those who own the media.

**II. Answer the following questions: (6)**

- i) What are the different media available for advertising products?
- ii) When were the poster medium and outdoor advertising affected terribly?
- iii) What are the reasons for the growth in advertising?

**III. Say whether the following is true or false: (4)**

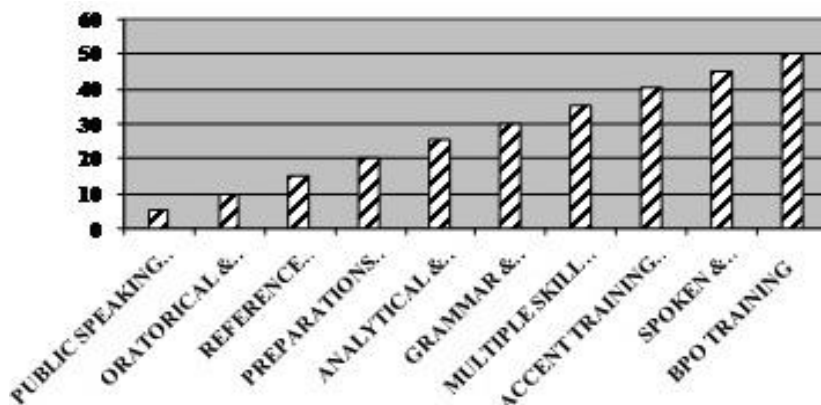
- i) Advertisement is regarded as a quick acting media.
- ii) Commercial television came to United Kingdom in 1905.
- iii) The agents did not act as middle men between advertisers and media Owners.
- iv) The business is growing as is the study of advertising problems.

12. a Write a paragraph analyzing the data given in the tabular column on cigarette smoking habits published by a magazine after a survey. Give a suitable title. 16 K4, K6

| <b>Cigarette smoking habits by gender %</b> |            |            |              |
|---|------------|------------|--------------|
| <b>No. of Cigarettes</b>                    | <b>All</b> | <b>Men</b> | <b>Women</b> |
| 20+ a day                                   | 11         | 13         | 9            |
| 10-19 a day                                 | 11         | 11         | 10           |
| Less than 10 a day                          | 8          | 7          | 10           |
| Given up                                    | 27         | 30         | 24           |
| Never smoked                                | 43         | 39         | 47           |

OR

- b In a spoken English Academy called WINGS, the fresh batch of 300 students enrolled have wanted to learn the English language for various purposes. The number of students who want to use the English language for a specific purpose is represented in this bar graph. Write a paragraph comparing the variables and arriving at your own analysis of the Data. 16 k6



- |     |   |   |    |    |
|-----|---|---|----|----|
| 13. | a | Write a letter to your brother advising on the choice of his course to be taken after completing higher secondary.  | 16 | K6 |
| OR  |   |   |    |    |
|     | b | Write a review on a book that you have recently read.   | 16 | K6 |
| 14. | a | <b>Make notes on the following passage:</b>   | 16 | K4 |
|     |   | 1. The work of the heart can never be interrupted The heart's job is to keep oxygen rich blood flowing through the body. All the body's cells need a constant supply of Oxygen, especially those in the brain. The brain cells like only four to five minutes after their oxygen is cut off, and death comes to the entire body.  |    | K6 |
|     |   | 2. The heart is a specialized muscle that serves as a pump. This pump is divided into four chambers connected by tiny doors called valves. The chambers work to keep the blood flowing round the body in a circle.  |    |    |
|     |   | 3. At the end of each circuit, veins carry the blood to the right atrium, the first of the four chambers 2/5 oxygen by then is used up and it is on its way back to the lung to pick up a fresh supply and to give up the carbon dioxide it has accumulated. From the right atrium the blood flows through the tricuspid valve into the second chamber, the right ventricle. The right ventricle contracts when it is filled, pushing the blood through the pulmonary artery, which leads to the lungs – in the lungs the blood gives up its carbon dioxide and picks up fresh oxygen. Then it travels to the third chamber the left atrium. When this chamber is filled it forces the blood through the valve to the left ventricle. From here it is pushed into a big blood vessel called aorta and sent round the body by way of arteries. |    |    |
|     |   | 4. Heart disease can result from any damage to the heart muscle, the valves or the pacemaker. If the muscle is damaged, the heart is unable to pump properly. If the valves are damaged blood cannot flow normally and easily from one chamber to another, and if the pacemaker is defective, the contractions of the chambers will become un-coordinated.  |    |    |
|     |   | 5. Until the twentieth century, few doctors dared to touch the heart. In 1953 all this changed after twenty years of work, Dr. John Gibbon in the USA had developed a machine that could take over temporarily from the heart and lungs. Blood could be routed through the machine bypassing the heart so that surgeons could work inside it and see what they were doing. The era of open heart surgery had began.   |    |    |
|     |   | 6. In the operating theatre, it gives surgeons the chance to repair or replace a defective heart. Many parties have had plastic valves inserted in their hearts when their own was faulty. Many people are being kept alive with tiny battery operated pacemakers; none of these repairs could have been made without the heart – lung machine. But valuable as it is to the surgeons, the heart lung machine has certain limitations. It can be used only for a few hours at a time because its pumping gradually damages the bloods cells.  |    |    |

7. On the basis of your reading of the above passage make notes on it, using headings & Sub headings. Use recognizable abbreviations wherever necessary (minimum 4). Use a format you consider suitable. Supply an appropriate title to it.

OR

- |       |   |    |    |
|-------|---|----|----|
| b     | Write a dialogue about the ceremonial 'Jallikattu' conducted in your Village in the month of February, 2017 to your friend. | 16 | K6 |
| 15. a | Write an essay on Mass Communication in 200 words.  | 16 | K6 |

OR

- |   |  |    |    |
|---|--|----|----|
| b | Rearrange the following jumbled sentences in the correct order | 16 | K3 |
|---|--|----|----|
- i) It has wide database to provide information and support to customers through trained personnel.
  - ii) Regarding the eligibility criteria, almost all the call centers recruit graduates in the age group of 20 to 26 years.
  - iii) The important aspects of training include accent training, listening skills, slang training, telephone etiquette etc.,
  - iv) A call centre is a service centre with adequate telecom facilities and access to internet.
  - v) Good command over English language, excellent communications skills, consumer behaviour are the standard skills.
  - vi) BPO involves medical transcriptions.
  - vii) The areas addressed by call centers include sales support, bank accounts, tele-marketing and market research.
  - viii) To make fresher's suited for the job, they are trained after they join the call centre.

\*\*\*\*\*