

Indian Institute of Technology Patna
Department of Humanities and Social Sciences
HS103: Communication Skills for Engineers
End-Semester Examination, Autumn 2017

Time: 3 hours

Marks:40

Answer all the questions. The marks are given in [].

Q1. You are the cultural secretary of your college. You have to organize a programme for which you want to hire a few musical instruments and props. Write a letter of enquiry to the concerned service provider asking details regarding your requirements. [5]

Q2. The Dean of Student Affairs at your institute is worried about the poor response of students in various co-curricular activities. You are Vice President, Student Gymkhana. The Dean has asked you to prepare a report stating the causes related to the problem and measures to overcome it. Write a letter report highlighting the activities, reasons for lack of participation and solutions to the problem. [10]

Q3. Answer the following questions: [5]

- a) What is SQ3R?
- b) Mention any 2 things you should do before going for an interview?
- c) How is leadership judged during Group Discussion?
- d) What do you understand by 'grooming' for an interview?
- e) What is telephonic interview? Does it have any advantage?

Q4. You have been asked to make a presentation about your institute before a group of new entrants. Prepare 10 slides (with content) for the required presentation. [10]

Q5. Read the given passage and answer the questions that follow in your own words: [5]

What do North Americans, Australians, New Zealanders, and Western Europeans pay up to 10,000 times the price for even though it's available for free? The answer is bottled water, and the success of this \$13-billion-dollar industry (in the U.S.) is what some people call the marketing trick of the century.

From a marketing perspective, bottled water giants such as Coke and Pepsi have taken advantage of people's desire to live healthier with slogans such as 'hydration is healthy' (Dasani) or 'a naturally pure and mineral-balanced water supports your body's youth' (Evian). These slogans are often accompanied by images of glaciers that give consumers the idea the water is taken fresh from a mountaintop.

The truth is that nearly half of bottled water in the US, Canada, and U.K., is just treated tap water from municipal sources. This message, originally hidden, can now be seen in the small print on bottles since companies are now required by law to reveal it.

If it is 'treated' tap water though, doesn't this mean it's better? Not really, according to a 2008 study by the Environmental Working Group that found that bottled water had the same level of contaminants as tap water. Also, in the U.S, U.K, and Canada, tap water has stricter health standards than those imposed on bottled water manufacturers, suggesting bottled water may be even healthier. Lastly, regarding taste, countless blind taste tests (one conducted by the New York Times) have shown that tap water was equal or better tasting to consumers.

The victim of the bottled water industry is not only the consumer. The majority of the 3 million tons of plastic used yearly worldwide ends up in garbage dumps or the ocean. Additionally, it takes 3 litres of water to package one bottle, which can take 700 years to begin to decompose.

What's more ridiculous, consumers are paying high prices for a product that, being municipal water, they have already paid for with their own tax money. The resource is also unbelievably cheap. For example, the province of British Columbia

only charges companies \$2.50 for every 1 million litres of water. Considering a single bottle of water is sold for approximately the same price, it's no wonder giant corporations like Nestle are eager to tap into this profitable market.

- a) According to the article, why do many people buy bottled water?
- b) What is the quality of bottled water on the parameter of 'health'? Explain.
- c) What hidden truth did bottled-water companies want to hide?
- d) Who (or what) does the second last paragraph suggest is the other victim of this industry? How?
- e) How is bottled water industry a profitable market?

Q6. Do as directed:

[5]

- 1. Teachers must encourage students to ask questions. (change the voice)
- 2. The experiment was conducted under extremely difficult conditions. (change the voice)
- 3. "You must follow the safety rules strictly in the chemical lab," said the staff. (change to reported speech/ indirect speech)
- 4. It's about time you _____ exercising regularly. (use 'start' – correct tense)
- 5. My sister _____ a laptop for her birthday last year. (use 'buy' – correct tense)
- 6. The car broke _____ in the middle of the road. (use correct preposition)
- 7. He has a lot of things to worry _____. (use correct preposition)
- 8. The experiments in Chemistry are tougher than those in Physics. (use 'tough')
- 9. I _____ five job applications. (use 'already / write' – correct tense)
- 10. Chandan is the only one of those students who _____ lived up to the potential described in the yearbook. (use the correct form of the verb - has)