

Q. No	<b>Part-A (2 X 5 = 10 Marks)</b> <b>(Answer all the questions)</b>
1	What is an impersonal passive voice?
2	Underline the prepositional phrases in the following sentence. a. I found my keys inside the drawer. b. They traveled across the country by train.
3	Identify the idiomatic expression and define its meaning based on the context: "She gave him the cold shoulder when he asked for a favor." a. Idiomatic Expression: b. Meaning:
4	"Welcome to Paradise Beach Resort! Enjoy luxury accommodations, fine dining, and breathtaking ocean views. Book now for an exclusive 20% discount!" a) How do discounts influence consumers' choices?



	b) What details in the brochure statement make it attractive besides the discount?
5	What is the purpose of writing a letter to the editor?

Q. No	<b>Part- B (16 X 2 = 32 Marks), (8 X 1 = 8 Marks)</b> <b>(Answer all the questions)</b>
6A	<p>i. Write a letter to the editor regarding illegal parking and encroachments causing inconvenience and traffic congestion</p> <p>ii. How does "Target Audience" play an important role in the success of a marketing campaign? Analyze with a suitable example.</p>

(OR)

6B	<p>i. List six commonly used techniques in persuasive speeches along with examples.</p> <p>ii. Define a brochure and explain its purpose.</p>
7A	Write an essay on the effects of video games vs. outdoor activities on children's development. Answer in 300 words.

(OR)

7B	<p>i. List down the dos and don'ts in a self-introduction</p> <p>ii. What are the things to consider while writing a comparison and contrast essay?</p>
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8A	<p>Convert the following sentences into impersonal passive voice</p> <p>a. They believe she speaks five languages.</p> <p>b. Experts consider this the best solution.</p> <p>c. People think he was involved in the crime.</p> <p>d. Scientists claim that this discovery will change medicine.</p>
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