

resumes in context of job search.

Q. No	Part-A (2 X 5 = 10 Marks) (Answer all the questions)	CO	RBT	Marks
1	What is an impersonal passive voice?	CO1	L1	2
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.	CO1	L2	2
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:	CO1	L1	2
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?	CO1	L2	2

	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?	CO1	L1	2

Q. No	Part- B (16 X 2 = 32 Marks), (8 X 1 = 8 Marks) (Answer all the questions)	CO	RBT	Marks
6A	i. Write a letter to the editor regarding illegal parking and encroachments causing inconvenience and traffic congestion	CO1	L2	10
	ii. How does "Target Audience" play an important role in the success of a marketing campaign? Analyze with a suitable example.	CO1	L2	6
(OR)				
6B	i. List six commonly used techniques in persuasive speeches along with examples.	CO1	L2	12
	ii. Define a brochure and explain its purpose.	CO1	L2	4
7A	Write an essay on the effects of video games vs. outdoor activities on children's development. Answer in 300 words.	CO1	L2	16
(OR)				
7B	i. List down the dos and don'ts in a self-introduction	CO1	L2	12
	ii. What are the things to consider while writing a comparison and contrast essay?	CO1	L2	4
8A	Convert the following sentences into impersonal passive voice a. They believe she speaks five languages. b. Experts consider this the best solution. c. People think he was involved in the crime. d. Scientists claim that this discovery will change medicine.	CO1	L2	8