

National University of Computer and Emerging Sciences, Lahore Campus



Course: English Composition and Comprehension
 Program: CS/DS/SE
 Duration: 60 Minutes
 Date: 28 Sept 2022
 Section: All
 Exam: Sessional-I

Course Code: SS1004
 Semester: Fall 2022
 Total Marks: 35
 Weight: 15%

Roll-No.:
 Section: **BDS-1A**

Instruction/Notes: Attempt all questions on the question paper. Do not write in the margins.

Q1	Q2	Q3.	Total
10	10	15	35
10	8.5	13	31.5

Q1. Read the following passage and answer the questions that follow:

While Google remains the world's dominant search engine, people are turning to TikTok as a tool of a broader transformation in digital search. Even though, the Silicon Valley company disputed that young people were using TikTok as a replacement for its search engine, at least one Google executive has publicly remarked on the rival video app's search capabilities: "In one of our studies, 40 percent of young people, when they are looking for a place for lunch, they do not go to Google Maps or Search. They go to TikTok or Instagram," a Google Senior Vice President, said at a technology conference in July. In comparison, Google has also incorporated images and videos into its search engine in recent years. In 2020, Google released YouTube Shorts, which shares vertical videos less than a minute long, and started including its content in search results. Whereas TikTok, which is owned by the Chinese internet company ByteDance, declined to comment on its search function and products that may be in testing. Moreover, doing a search on TikTok is often more interactive than typing in a query on Google. Instead of just slogging through walls of text, Generation Z-ers crowdsource recommendations from TikTok videos to pinpoint what they are looking for, watching video after video to filter the content. Then they verify the veracity of a suggestion based on comments posted in response to the videos. This mode of searching is rooted in how young people are using TikTok not only to look for products and businesses, but also to ask questions about how to do things and find explanations for what things mean.

b. Identify the Dominant Pattern of Organization: (2) Compare and Contrast

Justify with two supporting details: (2)

Moreover, doing a search on TikTok is often more interactive than typing in a query on Google. ii. In comparison, Google has also incorporated images and videos into its search engine.

c. What is the author's purpose? (2) To Persuade

Justify: The author is telling that Tiktok is more convenient tool in digital search than Google.

d. Identify the writer's tone: (2) a-unbiased b-hostile c-objective d-humorous

Justify: The author is talking about how people are turning to Tiktok and Instagram as a tool of a broader transformation in digital search. He is talking about the similarities and differences between Tiktok and Google. P- 1/3

Q3. Paraphrase this.

e. Identify the writer's style: (2)

☒ a-formal

b-informal

Justify: There is no use of first person. There are no idioms and phrasal verbs in the paragraph.

Q2: Read the passage. Then write the Implied main idea of the selection. (10)

In Ivory Coast (Africa), a so-called "Superphone" using a vocal assistant that responds to commands in a local language is being pitched to the large segment of the population, where over 40 percent are illiterate. Developed and assembled locally, the phone is designed to make everyday tasks more accessible, from understanding a document and checking a bank balance to communicating with government agencies. "I've just bought this phone for my parents back home in the village, who don't know how to read or write," said Floride Jogbe, a young woman who was impressed by the social media adverts. The smartphone uses the "Kone" system unique to the Cerco Company, covering 17 languages spoken in Ivory Coast, as well as 50 other African languages. "Various institutions set down the priority of making people literate before making technology available to them," said Cerco president, adding "while our way skips reading and writing and goes straight to integrating people into economic and social life."

a. Implied Main Idea: (3)

The Superphone is designed to make every-day tasks more accessible for illiterate people.

b. What is the author's purpose? (2.5)

To Inform

Explain your choice: The author is informing about the use of "superphone" by illiterate people in Africa.

c. What is the Tone of the writer? (2) a-confident b-aggressive c-depressed ☒ d-positive

Justify: The author is talking about that how "superphone" is benefitting people in Africa, in a positive manner.

d. What is the dominant Pattern of Organization: (2.5) Definition and example

Justify: The author is classifying the "Superphone". He is talking about its advantages and uses.

8.5

1.5

2/3

Q3. Paraphrase the following text in your own words. (15)

This year's rain-induced flooding came after one of the hottest summers ever recorded in the Subcontinent. There is no escaping the fact that extreme weather events are becoming common in our part of the world. The scientific evidence is almost unanimous that the extreme weather-related events are a symptom of the unprecedented human activity, especially the industrialization in the 'developed world' and more recently in the emerging economies of Asia. It is incontestably true that countries like Pakistan have been disproportionately affected by the ravages of climate change. If carbon dioxide emissions were to be taken as a proxy for human activity directly contributing to climate change, Pakistan's cumulative share of historic carbon dioxide emissions is a minuscule 0.3 per cent. Yet, the adverse effects of climate change in the shape of floods and other extreme weather related-events in countries like Pakistan are substantial. A point then perhaps could be made that we Pakistanis are paying for the mistakes of the other more advanced industrialized economies. Recently many commentators from the traditional Global South have also called for 'reparations' that the industrialized countries should make to countries that have not induced this climate change catastrophe but still are among the countries that are disproportionately affected.

(Source: Sarmad Raja, (22nd September 2022). The Complexity of Climate Change. *The News International*. Retrieved from <https://www.thenews.com.pk/print/993492-the-complexity-of-climate-change>)

The floods caused by this year's rain are came after one of the hottest summers ever seen in the subcontinent. There is a reality in the fact that heavy events related to weather are a symptom of the wrong human activity, mainly the industrialization in the developed world and more recently in the emerging economies of Asia. And these events are becoming a major part of the world as the according to the evidence of scientists. It is a sad truth that countries like Pakistan have been greatly affected by these events of climate change. If we take carbon dioxide emissions as a proxy for human activity directly effecting the atmosphere, Pakistan's total share of historic carbon dioxide emissions is approximately 0.3 per cent. Yet, the negative effects of atmospheric change in the formation of floods and other heavy weather related events in Pakistan are substantial. We Pakistanis are basically paying for the mistakes of the other more advanced industrialized economies. Recently many writers from the ~~traditional~~ Global South have also called for 'reparations' that the industrialization in countries should make to countries that have not induced this change^{3/3} in climate but still are among countries that are badly affected (Raja, 2022).

(13)