

SASTRA DEEMED UNIVERSITY

(A University under section 3 of the UGC Act, 1956)

End Semester Examinations

February 2022

Course Code: ENG136

Course: BUSINESS COMMUNICATION & VALUE SCIENCE - I

Question Paper No. : UGF022

Max. Marks:100

PART – A

Answer all the questions

10 x 2 = 20 Marks

1. Punctuate the given sentences.

- (a) The rain fell in torrents the sky was dark the roads were deep in mud the way was long the weary travelers plodded on in silence.
- (b) The student opened Twelfth Night and began to read If music be the food of love....

2. Choose the synonyms for the highlighted words

- (a) The **aesthetic** decorations at the wedding reception made the guests feel as if they were a character in a fairy tale.
(i) attractive (ii) disgusting (iii) dull (iv) repulsive
- (b) Her **deference** to the elderly makes her the perfect candidate for an internship at the retirement center.
(i) Fight (ii) disregard (iii) respect (iv) honour

3. Each sentence given below contains an incomplete collocation. Complete the collocation by supplying a suitable word. Choose your answers from the options given below each question.

- (a) Just -----your PIN at the ATM and you can make a deposit.
(i) land in (ii) put in (iii) key in (iv) push in
- (b) We are ----- a contract for a supply of raw silk with the company.
(i) to do (ii) to make (iii) to get (iv) to take

4. The underlined section of the sentences has grammatical errors, rewrite them correctly.
- (a) If you don't mind, I'd prefer leave early tomorrow.
- (b) The survey we performed recently showed that most of customers are satisfied.
5. Fill in the blanks with the appropriate Prepositions.
- (a) A formation of twelve airplanes flew -----our house.
(i) over (ii) on top of (iii) across (iv) above
- (b) The projector broke down twice -----the showing of the film.
(i) for (ii) during (iii) at (iv) between
6. Fill in the blanks by choosing the correct conjunctions.
- (a) He goes to the gym -----he wants to keep fit.
(i) so (ii) and (iii) because (iv) yet
- (b) One cannot stop smoking -----one really wants to.
(i) when (ii) unless (iii) even (iv) although
7. Rewrite the following:
- (a) We met rather few people who spoke English (to simple)
- (b) The shoplifter had stolen clothes, so he ran once he saw the police.
(to complex)
8. Choose the appropriate form of the verb .
- (a) Neither of the two stores----- (is/are) open.
- (b) The samples on the tray in the lab----- (need/needs) testing.
9. Correct the errors in the given sentences. In case of no error, mention no error:
- (a) When I kept a strict watch (i)/ with my way of living (ii) I could see that (iii) it was necessary to economise (iv)/ no error (v).
- (b) Now (i) that the stress of examinations and interviews are(ii) over, we all can(iii) relax for a while (iv) no error (v).
10. Choose the suitable idiom to complete the statements
- (a) The detective apprehended three criminals and saw other one running but didn't chase him, because she knew
(i) a bird in one hand is better than two in the bush.

- (ii) not to see the wood for the trees.
- (iii) not to lose the marbles
- (iv) not to rain on someone's parade.
- (b) He was willing to ----- for the love of his job
 - (i) snug as a bug in a rug
 - (ii) up a creek without a paddle
 - (iii) draw the line
 - (iv) go the extra mile.

PART - B

Answer all the questions

5 x 4 = 20 Marks

11. Write an e-mail to the regional manager of your broadband service provider requesting him to give more information on student offers available for the upcoming academic year.

12. Answer the cloze test.

a. postponed b. positively, c. initiated, d. falters, e. deteriorated
f. progressed

Nations which have ---(1)- upon programmes of economic development often run into unsuspected barriers which threaten, and often----(2)- the ----(3)- needed growth of the economy. Industrialisation----- (4)--, productivity fails to respond and the nation's goals of raising standard of living for its people are ----(5)---

13. Construct a paragraph in about 100 words by choosing one of the given topics.

(a) Education directs, molds an individual positively and even assists them to know the purpose of their life.

(OR)

(b) "One machine can do the work of fifty ordinary men, but no machine can do the work of one extraordinary man".

14. Narrate an event in your life which tested your honesty.

15. Read the given case study and write briefly - the issues of integrity, ethics and law posed in the case study.

A manufacturing company provides jobs for many people in a small town where employment is not easy to find. The company has stayed in the town even though it could find cheaper workers elsewhere, because workers are loyal to the company due to the jobs it provides. Over the years, the company has developed a reputation in the town for taking care of its employees and being a responsible corporate citizen.

The manufacturing process used by the company produces a by-product that for years has flown into the town river. The by-product has been considered harmless but some people who live near the river have reported illnesses. The by-product does not currently violate any anti-pollution laws.

PART - C

Answer any FIVE in not more than 300 words each.

5 x 12 = 60 Marks

16. Write a formal letter to the Registrar, requesting to issue a bonafide certificate to apply for an internship in TCS.

17. Write a review of your favorite book or movie.

18. Position yourself as a fresh Engineering graduate, write a concise Resume, highlighting your HR and Technical skills.

19. Summarise the following:

All that glitters is not green. Glitter and shimmery pigments are often made using toxic compounds or microplastics. But a new type of glitter could change that.

This glitter is nontoxic and biodegradable. It is made using cellulose, which is found in plants. In bits of the glitter, cellulose creates tiny structures that reflect specific wavelengths of light. That gives rise to vibrant structural colors.

Such plant-based glitter could make arts and crafts more eco-friendly. It also could be used to make shiny pigments for paints, makeup or packaging. Researchers described the glitter November 11 in Nature Materials.

Their inspiration came from the African plant *Polia condensata*. It grows bright, iridescent blue fruits. They're known as marble berries. In these berries, cellulose fibers reflect light in specific ways to create a metallic blue hue. The researchers need to test the environmental impacts of their new glitter.

20. Develop a short story in about 200 words. Use the given prompts.
Rahul 's affluent family shifts to a small town in Kolkata following his father's transfer. They settle in a rented house where Rahul happens to see a gypsy settlement from his bedroom window....
21. Write a feature article on your native town, highlighting its heritage, food and culture.
22. Write a report on the team work attempted with your fellow classmates to accomplish the projects given in Business Communication and value science class.
23. Draft advertisements for the following products
- (a) Brand 1
- Packaged Almond milk named 'Dairy Free'
 - Specially made for people who are allergic to dairy products
 - Available at Rs. 275 for 1000 ml and Rs.140 for 500 ml.
- (b) Brand 2
- Handmade soaps named 'Svastha'
 - Produced by local cottage industries in India
 - Available at affordable price in eco -friendly pack.
