

AVICHI COLLEGE OF ARTS AND SCIENCE, CHENNAI - 92
UNIVERSITY EXAMINATION – APRIL 2022

CLASS : I B.Sc.,(Comp. Sci., & BCA)
SUB : Professional English For Physical Science
SUB CODE:

DATE :
TIME :3Hrs
MARKS : 50

PART A

(5x2=10)

1. Read the paragraph carefully and identify the statements that supports the passage.

a. Generation Xers are those people born roughly between 1965 and 1981. As employees, Generation Xers tend to be more challenged when they can carry out tasks independently. This makes Generation Xers the most entrepreneurial generation in history.

The above paragraph best supports the statement that Generation Xers.

- i. work harder than people from other generations.
- ii. have a tendency to be self-directed workers
- iii. have an interest in making history
- iv.** tend to work in jobs that require risk-taking behavior.
- v. like to challenge their bosses work attitudes.

b. Human technology developed from the first stone tools about two and a half million years ago. At the beginning, the rate of development was slow. Hundreds of thousands of years passed without much change. Today, new technologies are reported daily on television and in newspapers.

The above paragraph best supports the statement that

- i. stone tools were not really technology.
- ii. stone tools were in use for two and a half million years
- iii. there is no way to know when stone tools first came into use.
- iv. In today's world, new technologies are constantly being developed
- v. none of the latest technologies is as significant as the development of stone tools.

2. Identify 4 nouns from the following paragraph.

Crocodiles are freaking amazing animals. They've been around for about 250 million years, and throughout this time have survived two mass extinctions, and at least twice decided to hitch up and take to the seas. Their historical diversity, and general weirdness, was vast compared to what we see in modern crocs, which are all fairly similar—visually at least. Extinct forms included both

those that looked like armadillos and ate plants and those that became gigantic and streamlined for swimming out to sea. Other crocs were up to 12 meters long, and snacked on dinosaurs!

3. Suggest two suitable headings for the below given passage.

Technology refers to the use of tools, machines, materials, techniques and sources of power to make work easier and more productive. While science is concerned with understanding how and why things happen, technology deals with making things happen.

Development is closely related with technology. The stage of development the human being has arrived could have been possible without the advancement in technology. The radical change and advancement in the economy, as we observe today, is the result of the modern technology.

Technology has brought about efficiency and quality in the manufacturing sector. Technological advancement has reduced the risk involved in manufacturing enterprises. There has been tremendous improvement in the field of health the world over not only the average age of people has increased but the mortality rate has also declined considerably.

This could be possible only because of technological advancement in health sector. There is perhaps no field of human life which has not been affected by technology. Agriculture, industry, profession, health, education, art, political processes, recreation, religious activities and daily life activities all are under the influence of technology.

But, it is important to keep in mind that technological advancement has affected human life both positively as well as negatively. Not only that life has become easy and comfortable, there are also indications of several threats to life and society in the future due to use/misuse of modern technology.

The nature and extent of development the human society has experienced by now is heading towards crises in future. The sustainability of development is in question today. This has happened only due to irrational use of technology.

It has been discussed here as to how development – economic as well as social – takes place with the advancement of technology but not without leaving a scar to threaten the human society. The development of technology, which itself is symptomatic of development, has brought about not only economic development but also radical changes in the social and cultural spheres of society.

4. Identify who is who

- i. Makes suits, jackets for customers – merchant, carpenter, tailor
- ii. A university teacher of higher rank- doctor, professor, manager
- iii. Does physical works like carrying files etc...- umpire, peon, chef
- iv. Buys and sells goods in large quantities- vendor, agent, doctor

5. Match the following synonyms.

- | | |
|--------------------|---------------|
| i) Advancement | a) Tremendous |
| ii) Huge | b) Recreation |
| iii) Entertainment | c) Flux |
| iv) Instability | d) Technology |

6. Give Captions for the pictures given.

a.



b.



c.



d.



e.



7. Match the pictures with the words given.

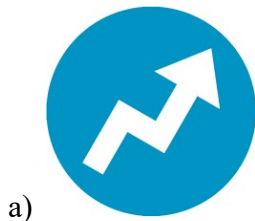
i. Recipe

ii. Metropolitan city

iii. Trending

iv. Concept

v. Imported



PART- C

(4x5=20)

Answer any four of the following questions.

8. Give an outline for note making.

9. Write a persuasive dialogue/conversation between a student and a teacher on the importance of wearing uniform

10. Use your creativity and frame a story using these key words:

School, obedient, students, parents, uniform, marks, syllabus, flower, nature, bike, appointment, success, goals, happiness.

11. Write the difference between JAM and Debate.

12. The following jumbled words are related to career. Rearrange them to form meaningful words along with the suffix given as clues.

a.

C	N
I	R

 -ement - a regular increase in the amount of money paid to workers.

b.

S	E
R	U

 -me - a summary of academic and work history.

c.

K	R
W	O

 -force - all those who work for a particular company.

d.

M	R
O	P

 -otion - a move to a more important job or position.

e.

U	T
S	D

 ent – one who abides to teacher.

13. Understand and distinguish the importance of digital marketing and answer the following questions given below. Each question carries two marks.

Digital marketing is, as the word suggests, the use of digital media to market products. There are multiple websites like Amazon, Myntra, Flipkart, etc., where people can buy products. This applies to products such as clothes, technical tools, groceries, medicines, food, and so much more. So much so that one doesn't have to leave the house if one doesn't want to.

The challenge is for the right information of the right products to reach the right customer. This is where digital marketing comes in. Through data mining, it is easy for marketers to target the right audience with the right advertisement of products that they might need. This is what makes digital marketing successful more than anything. Finding and targeting the right audience can increase sales drastically. Some tools can be used to analyse and suggest better options for marketing as well. This helps sellers' market their products.

Digital Marketing can be seen as a new philosophy and business practice emerging with improvements in technology. Goods, services, and even ideas and information can be marketed using the internet today. Traditional marketing still exists, but it may slowly begin to dissolve for a majority of the market in the coming decades. Digital marketing makes shopping easier for the consumer. If a seller knows what his target audience wants, it makes marketing so much more easier.

This is exactly how digital marketing helps. It gives you to analyse what worked where, for who, and how much. So that, the next time, they can target a more specific audience.

Digital marketing often works in the form of advertisements or any other form of promotion. Promotions of products these days are not just limited to ads. Many celebrities or influencers that promote products play a significant role in helping the sellers' market their products. There are also gurus of sorts that review products as well. This can be about goods, services, and even brands themselves.

Marketing also helps in building a brand and its reputation. If used right, digital marketing can provide a significant boost in selling anything.

- a. Identify the introduction sentence.
- b. Identify the supporting arguments.
- c. Identify the concluding point.
- d. Pick out the key words from the above article.
- e. Give the antonym for the word promote.