

SILVER OAK COLLEGE OF ENGINEERING & TECHNOLOGY
ADITYA SILVER OAK INSTITUTE OF TECHNOLOGY
BE - SEMESTER-I/II • MID SEMESTER-I/II EXAMINATION – WINTER 2018

SUBJECT: ENGLISH(3110002) (IT/ME/CL/AE)

DATE: 17-12-2018

TIME: 02:00 P.M. to 03:30 P.M.

TOTAL MARKS: 40

- Instructions:**
1. Q. 1 is compulsory.
 2. Figures to the right indicate full marks.
 3. Assume suitable data if required.

Q.1 (A) Draft an appropriate Subject line as a part of letter. [3]

Dear, Mr. Malhotra

We confirm our telephonic instruction to postpone our order for 50 computers dated 28th Decemeber 2018. We have been compelled to do so as there was a small accident due to some problems in power supply.

(B) Write Phonetics Transcription. [3]

- (1) Grab
- (2) Keep
- (3) Pen

(C) Mention the different parts of letter in order. [4]

Q.2 (A) You are a customer care officer at Dell Electronics, Ashram Road, Ahmedabad. [6]
Mr. Javed Malek, Harni Road, Baroda has sent you a complaint letter for a laptop, purchased online from your enterprise, received in a damaged condition. With reference to this, write an Adjustment letter.

Q.2 (B) Read the following passage and write a precis on it. [5]

One of our most difficult problems is what we call discipline and it is really very complex. You see, society feels that it must control or discipline the citizen, shape his mind according to certain religious, social, moral and economic patterns. Now, is discipline necessary at all? Please listen carefully. Don't immediately say YES or NO. Most of us feel, especially while we are young, that there should be no discipline, that we should be allowed to do whatever we like and we think that is freedom. But merely to say that we should be free and so on has very little meaning without understanding the whole problem of discipline. The keen athlete is disciplining himself the whole time, isn't he? His joy in playing games and the very necessity to keep fit makes him go to bed early, refrain from smoking, eat the right food and generally observe the rules of good health. His discipline and punctuality is not an imposition but a natural outcome of his enjoyment of athletics.

Q.2 (C) The Selling of LG Home Appliance decreased, draft a Memo as a Marketing Manager [4]
to take necessary steps to increase sale of products.

OR

Q.2 (A) Asian Industries from 1984, GIDC, Vatva, Ahmedabad wants to purchase an industrial [6]
tool from National Tools Firm, Yagnik Road, Rajkot. On behalf of Asian Industries, you
are given the responsibility to write a letter of Inquiry regarding the industrial tool. Draft
an Inquiry letter.

Q.2 (B) Read the following passage carefully and answer the questions that follow it. [5]

For centuries, people have been playing kicking games with a ball. The game of soccer developed from some of these early games. The English probably gave soccer its name and its first set of rules. In European countries, soccer is called football or association football. Some people believe that the name "soccer" came from "assoc.," an abbreviation for the word association. Others believe that the name came from the high socks that the players wear. Organized soccer games began in 1863. In soccer, two teams of eleven players try to kick or head the ball into their opponents' goal. The goalie, who tries to keep the ball out of the goal, is the only player on the field who is allowed to touch the ball with his or her hands. The other players must use their feet, heads, and bodies to control the ball. Every four years, soccer teams around the world compete for the World Cup. The World Cup competition started in 1930. Brazil is the home of many great soccer players, including the most famous player of all, Pelé. With his fast footwork, dazzling speed, and great scoring ability, Pelé played for many years in Brazil and then later in New York. During his 22 years in soccer, he scored 1,281 goals and held every major record for the sport.

Questions:

- (1) How did football come to be known as soccer?
- (2) Who is the only player in the game who can touch the ball with hands?
- (3) Who is Pele and why is he so famous?
- (4) Write a brief summary of the passage using only the most important details.
- (5) Is the author's purpose in writing this article to entertain the reader, inform the reader, or both? Use details from the article to support your answer.

Q.2 (C) Answer the following Questions. [4]

- (1) What is "Describing a Paragraph"?
- (2) What "IPA" stands for in Phonetic transcription?
- (3) In which situation "BCC" option is used in email?
- (4) Write an example of Complementary Close in letter.

Q.3 (A) Answer the following Questions.

[6]

- (1) What is full form of “CC” in email?
- (2) What does Salutation mean?
- (3) How “CC” differs from “BCC”?
- (4) What is the full form of MEMO?
- (5) List down the types of letters?
- (6) What is the meaning of Precis ?

Q.3 (B) Read the following passage and Classify it in category wise.

[5]

While science and technology are interdependent, these are two completely distinct fields of study. Science contributes to technology in several ways. It is the knowledge of science that gives way to new and innovative ideas to build different technological tools. The research and experiments conducted in science laboratories lead to the designing of various technological techniques and devices. Knowledge about science also helps in understanding the impact of technology on the environment and the society. Technology on the other hand extends the agenda of science. When the ideas are put to use, the scientists are inspired and motivated to research and experiment further to come up with newer ideas. Well, this has always been a point of debate. While technology has paved the way for a better living its downside cannot be overlooked. The continual use of technologically advanced equipment as well as the process of their production has led to a drastic rise in all types of pollution. The rising pollution has become the cause of several health issues. Excessive use of technology has also contributed to problems such as obesity and visual impairment. Besides, it has isolated people socially more than connecting them. It has also led to a decrease in the employment opportunities particularly for the labour class.

Q.3 (C) Answer the following Questions.

[4]

- (1) What is the existence of Subject in letter writing?
- (2) Does Salutation make an effect in correspondence?
- (3) What is the need of Enclosure?
- (4) In which situation Compensation letter is written?

OR

Q.3 (A) Write a paragraph on “TECHNOMANIA” in about 150 words.

[6]

Q.3 (B) Mention the characteristics to describe a paragraph effectively.

[5]

Q.3 (C) Justify following sentences in the form of TRUE and FALSE.

[4]

- (1) Memo is used for an external communication.
- (2) Inside address is written at right hand upper side in full block format in letter writing.
- (3) Complementary close is written after salutation.
- (4) Letterhead is preprinted stationery with the organizations name, logo, address, and phone number in letter pad.

