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Total number of pages:[4]

B. Tech. ||1st Semester
Communicative English

Subject Code: BTHU-101

Paper ID:

Scheme: 2011/2015

Time allowed: 3 Hrs

Max Marks: 60

Important Instructions:

- All questions are compulsory
- Assume any missing data

PART A (10x 2marks)

Q. 1. Short-Answer Questions:

- What elements constitute the structure of a business letter?
- What guidelines would you provide to a person who is going to use email facility for the first time?
- List down the factors one should keep in mind while writing a business letter.
- Give Antonym of the following:
Approval; Comfort
- Use each of the words in sentences of your own
Stair, Stare
- Make adverbs from the words given below:
Abrupt; Horrible
- Substitute one word for the following expressions:
 - One who does not know how to read and write.
 - A life history written by somebody else.
- Punctuate the following sentence.
did you understand why I was upset
- How do recommendations differ from conclusions in a report?
- What is the format of a Memorandum?

PART B (5x8marks)

Q. 2. Read the following passage and answer the questions given at the end.

CO1

The real crisis of our times is the crisis of management. I believe that the solution to our problems lie in the development of art and practice of management at all levels and in all facets of our national activities- from a small "bhat's" tea-shop to the multifaceted international organization or the huge national government administration. I also believe that application of

16
better and sound management skills and methods is of vital importance in resolving many huge and baffling economic and social problems that are beyond the reach of either government or business acting alone.

I strongly believe that the private sector can contribute something far more important than even money, that is, management raised to a whole new order of magnitude –in the attainment of the new social and economic objectives put forward by our government.

“But how do we do it?” The answer lies in developing a deeper sense of social responsibility on the part of our men in management. Management must act in concert with the broad social interest and serve the objectives of the society. The various socio-economic measures now being taken in fields of licensing, price regulation and distribution of essential commodities etc. Will not lead us towards attainment of new social objectives unless we ensure that the benefits of these measures go to the ultimate consumer-the common man.

Indian management has the skills, know-how and capacity to cope with new challenges. We must make a start now. The opportunities are there if we will but see them, and see them quickly.

- (i) In what sense is the crisis of our times the crisis of management?
- (ii) What contribution can the private sector make towards the attainment of economic objectives?
- (iii) What does Indian management lack?
- (iv) How can we ensure that the common man gets the benefits of various socio-economic measures?

OR

CO1

Read the following passage and answer the questions given at the end.

Since its birth in the middle of nineteenth century, the women's rights movement has taken root and spread throughout the world. In many countries women have fought for the right to vote, right to work, the right to be educated to the limit of their capacities, the right to own and dispose of property, and for equal rights within marriage. The cause has penetrated world governments via the United Nations which in 1946 set up a special commission to study the worldwide status of women and make recommendations to the Social and Economic Council on ways of improving it. UNESCO too assists in advancement of women by seeking to involve them in educational and cultural programmes.

In addition, a multitude of women's organizations exist in individual countries to further, at national and international levels, the eradication of remaining areas of discrimination. Through their affiliation with international feminist bodies, they are in touch with women's activities and achievements in all parts of the world.

However with half the world population, still illiterate- most of them women- there is great disparity in what has been, and has still to be achieved. At one end of the scale, women's rights workers are still pressing for elementary

12

education; at the other, for the removal of early 'protective' legislation which is now felt to be discriminatory because it denied women certain freedoms; for example, the right to do night work if they so choose. Nevertheless, despite the fact that women's movement has progressed unevenly and with varying success, women in general are emerging from 'chattelism' and beginning to take their place beside men as free and equal citizens.

Wherever they have been granted the opportunity, women have demonstrated their ability to compete on equal terms with men. In time of war they have taken over from them in almost every sphere, building a record of distinguished service which has proved for all time that the power behind the throne is no less capable of ruling from it, and also that the hand rocking the cradle is equally at home manufacturing it.

- i) What is women's right movement?
- ii) How is this movement sustained?
- iii) Why has the movement not been completely successful?
- iv) Why does the writer think that women are capable of competing with men on equal terms?

Q. 3. Use the following words in meaningful sentences.

CO2

Invader; Recruitment; Pursue; Misfortune; Customary; Sedentary; Unruly; Displaced
OR

Use the following words in meaningful sentences.

CO2

Simulated; Innovative; Surveillance; Specification; Initiative; Scanty; Prone; Tragedy

Q. 4. Do as directed.

CO3

- i. My hobby is to play music. (Rewrite the sentence by using appropriate gerund)
- ii. He said, "I have passed the examination." (Change into indirect speech)
- iii. The manufacturing units must maintain standards in their products. (Rewrite into a complex sentence).
- iv. A gift was not given by my friends. (Change the voice).
- v. The police must enquire (upon/into) the matter. (Choose the suitable word given in the brackets).
- vi. The train ----- (leave) in another five minutes. (Fill in the blank with suitable tense form of the verb given in the bracket)
- vii. He forgot to consider the rise-----the cost -----living. (Fill the blanks with suitable prepositions)
- viii. Give me some rice; I really don't need -----whole of it. (Fill in the blank with suitable article)

OR

Do as directed.

CO3

- i. She said to her friend, "I forgot to write the assignment for you." (Rewrite it in indirect speech).
- ii. He was----- (wear) a brown jacket when I saw him. (Fill in the

- blank with suitable tense form of the verb given in the bracket)
- iii. A fight had been started by them. (Change the voice)
 - iv. -----the beginning-----his career, he had very little success. (Fill the blanks with suitable prepositions).
 - v. Carbon Monoxide and other harmful substances cause ozone depletion. (Transform the given sentence into complex sentence).
 - vi. Visualize, Generate (Make adjectives from the given words).
 - vii. I sent flowers and gifts to my friend on his birthday. (Identify the basic structure in the sentence)
 - viii. There was-----king. (Fill in the blanks with suitable article)

Q. 5. Movies have different purposes. Some are just entertainment, meant to amuse the audience. Other movies are more serious and try to make the audience think about something. Which kind of movies do you like more? Use specific examples and reasons to explain your answer. CO4

OR

Do you prefer to get up early in the day to begin work or would you rather get up later in the day and work until late in the evening? Use specific examples and reasons to explain your answer. CO4

Q. 6. You were asked by the office manager to place order for 50 tables, 30 office chairs, 1 carpet, 6 ceiling fans and 4 typewriters for the new branch office of the company. Prepare a memorandum informing him that you have placed order and tell him the cost of these articles. Invent necessary details. CO5

OR

The main branch of Navyug Commercial bank, Hyderabad has not paid Rs 57,000 to the local Super Bazar for the supply of food materials to its canteen. The amount has been outstanding for the last three months. As the Credit Manager of Super Bazar write a letter to the Bank Manager for collection. Invent necessary details. CO5
