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**PRESIDENCY UNIVERSITY**

**BENGALURU**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 03- 01 - 2025 **Time:** 1:00 pm – 4:00 pm |

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| **School:** SOIS, SOD, SOM | **Program:** BCA/B.Des/BA (Journalism) | |
| **Course Code:** ENG1003 | **Course Name:** Communicative English | |
| **Semester**: I | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **14** | **14** | **46** | **26** |  |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. 10 x 2 Marks=20 Marks** | | | | |
| **1** | What is the main idea in a spoken text? | **2 Marks** | **L1** | **CO1** |
| **2** | Mention any two ways of expressing non verbal engagement. | **2 Marks** | **L1** | **CO1** |
| **3** | What is the PREP method for organizing your thoughts? | **2 Marks** | **L1** | **CO2** |
| **4** | What is the importance of starting and ending a speech strongly? | **2 Marks** | **L1** | **CO2** |
| **5** | What is skimming in the context of reading? | **2 Marks** | **L1** | **CO3** |
| **6** | List any two steps to effectively scan a text for specific information? | **2 Marks** | **L1** | **CO3** |
| **7** | What are the key components of data visualization? | **2 Marks** | **L1** | **CO3** |
| **8** | How can you make an email body easy to read? | **2 Marks** | **L1** | **CO4** |
| **9** | What should be included in a professional email's subject line? | **2 Marks** | **L1** | **CO4** |
| **10** | What is the importance of a content calendar in social media management? | **2 Marks** | **L1** | **CO4** |

**Part B**

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| **Answer the Questions Total 80 Marks** | | | | | |
| **11.** | **a.** | Explain the importance of identifying the main idea and supporting details in a spoken text. How can this skill be applied in academic and professional settings? | **10**  **Marks** | **L2** | **CO1** |
| **or** | | | | | |
| **12.** | **a.** | Describe the strategies for effective note-taking during lectures or meetings. How can these strategies enhance understanding and retention of information? | **10**  **Marks** | **L2** | **CO1** |
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| **13.** | **a.** | Explain the PREP method for organizing thoughts and its significance in clear articulation. Provide an example of how this method can be used in a professional presentation. | **10**  **Marks** | **L2** | **CO2** |
| **or** | | | | | |
| **14.** | **a.** | Describe the techniques for engaging an audience during a presentation. How can these techniques be applied in different professional settings? | **10**  **Marks** | **L2** | **CO2** |

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| **15.** | **a.** | Read the passage carefully and answer the questions related to skimming and scanning.  The Impact of Climate Change on Global Food Systems  Climate change is one of the most pressing issues of our time, with far-reaching consequences for the environment, human health, and the economy. One of the most significant impacts of climate change is on global food systems. Rising temperatures, changing precipitation patterns, and increased frequency of extreme weather events are altering the availability, quality, and distribution of food around the world.  The effects of climate change on agriculture are multifaceted. Warmer temperatures are altering the growing seasons, leading to changes in the timing of planting and harvesting. This, in turn, is affecting the yields of crops such as wheat, maize, and soybeans, which are critical for food security. Furthermore, changes in precipitation patterns are leading to droughts in some areas and floods in others, resulting in crop failures and reduced agricultural productivity.  The consequences of climate change on food systems are not limited to agriculture. Climate-related disasters, such as hurricanes and wildfires, are damaging infrastructure, including roads, bridges, and storage facilities, which are essential for the transportation and storage of food. This is leading to food shortages, price increases, and reduced access to nutritious food, particularly for vulnerable populations such as the poor, elderly, and young children.  In addition to the direct impacts on agriculture and food infrastructure, climate change is also affecting the nutritional quality of food. Rising temperatures and changing precipitation patterns are altering the nutrient content of crops, leading to reduced levels of essential vitamins and minerals. This is particularly concerning for populations that rely heavily on staple crops, such as rice and maize, which are already low in essential nutrients.  The impacts of climate change on global food systems are not only environmental but also economic and social. Climate-related shocks to food systems can have significant economic consequences, including reduced economic growth, increased poverty, and decreased food security. Furthermore, the social impacts of climate change on food systems can be devastating, particularly for communities that rely heavily on agriculture for their livelihoods.  To address the impacts of climate change on global food systems, it is essential to adopt a multifaceted approach that includes reducing greenhouse gas emissions, improving agricultural productivity, and enhancing the resilience of food systems. This can be achieved through the implementation of climate-smart agricultural practices, such as agroforestry and conservation agriculture, which can help to reduce the vulnerability of agriculture to climate-related shocks. Additionally, investments in food storage and transportation infrastructure, as well as social protection programs, can help to reduce the impacts of climate-related disasters on food security.  Questions for skimming:   1. What is the main idea of the passage about the impact of climate change on global food systems? 2. What is the overall structure of the passage, and how does it help to convey the author's message? 3. What are the key points that the author makes about the effects of climate change on agriculture? 4. What is the author's purpose in writing the passage, and how does it relate to the topic of climate change? 5. What is the general tone of the passage, and how does it contribute to the overall effect of the text?   Questions for scanning:   1. According to the passage, what is the expected impact of climate change on global food production by 2050? 2. What is the name of the agricultural practice mentioned in the passage as a way to reduce the vulnerability of agriculture to climate-related shocks? 3. On which page or paragraph can you find the information about the economic consequences of climate-related shocks to food systems? 4. What is the percentage decrease in crop yields that is expected due to climate change, according to the passage? 5. Who is the target audience for the passage, according to the language and tone used by the author? | **10**  **Marks** | **L2** | **CO3** |
| **Or** | | | | | |
| **16.** | **a.** | Mention the eight important strategies for online reading? | **10**  **Marks** | **L2** | **CO3** |

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| **17.** | **a.** | Based on the online research you were asked to do, write an essay on **Uses of AI in the Medical Field** using the Cue points given below.  Introduction  a. Definition of AI in Healthcare  b. Importance of AI in Medicine  Medical Diagnostics  a. Early Disease Detection  b. Radiology  c. Pathology  Personalized Medicine  a. Personalised Treatment Plans  b. Genomic Medicine  c. Drug Discovery  Robotic Surgery   1. Precision and Accuracy   b. Minimally Invasive Surgery  c. Examples of AI in Surgery  Conclusion | **15**  **Marks** | **L3** | **CO3** |
| **Or** | | | | | |
| **18.** | **a.** | Here are two paragraphs on the topic of **"A Day at the Beach":**  As I walked along the shoreline, I felt the warm sand between my toes and the cool breeze in my hair. The sound of the waves crashing against the shore was soothing, and I couldn't help but feel a sense of tranquility wash over me. I decided to take a leisurely stroll along the beach, enjoying the scenic views of the ocean and the surrounding landscape. As I walked, I stumbled upon a quaint little beachside café, where I stopped to grab a refreshing drink and snack.  After my break, I decided to try my hand at surfing. I rented a board and wetsuit, and my instructor gave me a brief tutorial on how to paddle and balance on the board. At first, I was a bit apprehensive, but with some encouragement from my instructor, I was able to catch a few waves and ride them all the way to shore. It was exhilarating, and I felt a huge sense of accomplishment as I paddled back out to try again. As the day drew to a close, I settled in to watch the sunset over the ocean, feeling grateful for the wonderful day I had just had.  Identify the following 5 words from the paragraphs and write their meanings, along with the type of context clue you used to determine their meanings:   1. Tranquility 2. Quaint 3. Apprehensive 4. Exhilarating 5. Scenic | **15**  **Marks** | **L3** | **CO3** |

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| **19.** | **a.** | This graph shows the quarterly performance analysis of a business or product. It shows two key metrics across four quarters (Q1, Q2, Q3, and Q4):   1. Sales (represented by the darker gray bars) 2. Profit (represented by the lighter gray bars)   Interpret and write the summary of this graph: | **15**  **Marks** | **L3** | **CO3** |
| **Or** | | | | | |
| **20.** | **a.** | Interpret and summarize the following infographic: | **15**  **Marks** | **L3** | **CO3** |

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| **21.** | **a.** | Create two product pages on two different products of your choice. The content for those pages must be such that it succeeds in not only informing but also persuading the customer to make a purchase. | **20**  **Marks** | **L3** | **CO4** |
| **Or** | | | | | |
| **22.** | **a.**  **b.** | Create a detailed audience profile for any brand of shoes. Include demographics, behavior patterns, pain points, language preferences, and content consumption habits.  Choose any topic, and write content for a twitter/X thread, Instagram post and Linkedin for the same topic, keeping in mind platform specific strategies. | **20**  **Marks** | **L3** | **CO4** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***