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PRESIDENCY UNIVERSITY

BENGALURU

SCHOOL OF COMMERCE

MAKEUP EXAMINATION-JAN 2023

Course Code: ENG2003

Course Name: Professional English

Program : BBA(General, Aviation, Industry), B.Com(General, Professional, Honours), B. Sc Economics

Date: 25-JAN-2023

Time: 09.30 AM-12.30 PM

Max Marks: 100

Weightage: 50%

Instructions:

- (i) Read the question properly and answer accordingly.
(ii) Complete the test within the time given.
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Part A [Memory Recall Question]

Answer all the questions. Each question carries one mark.

(10Q x2M= 20M)

1. Why critical thinking is important? (CO2, Knowledge)
2. What is stimulation? (CO2, Knowledge)
3. What is meant by ethos? (CO2, Knowledge)
4. Write the importance of audience analysis? (CO2, Knowledge)
5. How is word reading related to reading comprehension? (CO3, Knowledge)
6. What are some of the challenges to good reading comprehension?(CO3, Knowledge)
7. Why is vocabulary development important for comprehension? (CO3, Knowledge)
8. What is analytical reading? (CO3, Knowledge)
9. Why is tone and diction important? (CO3, Knowledge)
10. What is marking the text in reading? (CO3, Knowledge)

Part B (Thought Provoking Questions)

Answer all the questions. Each question carries TEN marks. (5Qx10M=50M)

11. Audience Analysis is important in a persuasive speech, as the audience will be convinced for their own reasons, not for the speaker's reasons.' Justify it with suitable examples (CO2, Comprehension)

12. What strategies can we apply to become a better critical listener and critical thinker? Why is it necessary to have a balance of both? (CO1, Comprehension)

13 Critically analyse the goals of a Persuasive speech: Convincing, Actuation, and Stimulation. Elaborate each with an example. (CO2, Comprehension)

14. Compare and Contrast between Persuasive speaking and Informative speaking with suitable examples. (CO2, Comprehension)

15. Justify persuasive essay writing is also known as argumentative essay. (CO4, Comprehension).

Part C. (Problem Solving Questions)

Answer all the Questions . Each question carries FIFTEEN marks. (2Qx15M=30M)

16. You have travelled from Chennai to Ahmedabad. You have travelled on 20-Dec-2022 and the flight was scheduled at 16.35AM. You had booked a ticket with **IndiGo**. You had checked in on time and sent your luggage, a blue color travel bag, to be carried in the plane. You had clicked a picture of the tag the authorities had put on the luggage. When you land at Ahmedabad, to your dismay, you find that your luggage is missing and that it had not reached Ahmedabad at all, instead it has reached Delhi. Draft a conversation with the Airport authority enquiring about your luggage and asking him/her about the status of it. You may also demand a compensation from the airline company for the mental harassment you are going through. (CO2, Application)

17. Comprehension Passage (CO 3, Application)

Electricity is the life force of modern world. The use of electricity in daily life at all levels is too expensive to be enumerated. Electric., power has transformed human life into an amazing experience of convenience, luxury, comfort and incredible ease. A great power became the slave of a human finger's push. Push to a button brings the light on and the same act sets hundreds of thousands of gadgets in action. It simply is a miracle, very real and more bountiful Than ginnie of the Alladin's wonder lamp. The electricity revolutionized our houses, drawing rooms and kitchen with useful implements.

The array of entertainment aids powered by electricity really created a fancy world around us. The coming into the existence of a power like electricity that obeyed the command of

the human finger's touch inspired the inventions and innovations of a mind boggling range of electric implements. Infact, all the man made machines or gadgets wholly or partly run on electricity.

It created wonders of entertainment like cinema, radio, TV, VCD, DVD and other audio-video systems. The electricity helped man go to space, land on moon and harness natural powers and resources. The mining, construction, irrigation, transport, printing and other industrial activities are dependent on electric power. Even the computers won't work any wonders without the electricity. Today, the progress of a society or a nation or economy is so dependent on electric power that all the power generating resources and options are being exploited or explored. Oil, coal, water, air, sun light, tidal waves and atomic phenomena are being used for power generation. The research on hydrogen as fuel and controlled fusion process are going on at feverish pitch.

The oil and coal are non-renewable resources. Hydel power has limitations as no new rivers can be created. Solar energy is yet costly to harness. The wind energy too has limitations. The tidal wave processes are yet at an experimental stages. And so are hydrogen and fusion ideas. Conventional atomic energy clearly is the best pollution free option but it entails the tricky problem of atomic waste disposal. **(5Q x 3M=15)**

Questions

- a) To what wondrous world the electricity has transformed the human life?
- b) What part of the human body controls the power of electricity?
- c) What happens when the electricity is cut off in the modern-day city?
- d) Why hydel power has limitations?
- e) What are the good points and the bad about nuclear power generation?