

DEPARTMENT OF ENGLISH
Bapatla Engineering College (Autonomous), Bapatla
Communicative English
14EL104/14EL204
Key – cum – Scheme of Evaluation (Regular)

Max. Marks: 70

PART – A

- I. Correct and rewrite the following sentences 12M
- a. When I was young, I could lift this chair easily.
 - b. How long have you been using this mobile?
 - c. Where can I find a bank?
 - d. I visited Niagara Falls last weekend.
 - e. Although it was raining, we had the picnic (or) It was raining but we had the picnic.
 - f. I look forward to meeting you.
 - g. it's very hot now.
 - h. John and I live here.
 - i. I promise I will call you next week.
 - j. She's married to a dentist.
 - k. I am going out for a walk.
 - l. He is my cousin.

UNIT-I

2. a) Phillippe Malet started the SPEED trust – the trust has been working with some families like Mala Sureshkumar – self employment training programmes: bag making, basket-weaving or auto rikshaw driving - livelihood training for abandoned and destitute women – they are provided help on the condition to educate their children – offers financial support – domestic help – a source of sizable earnings. 6M

(Note: Any four valid points given above can be awarded 4 Marks)

b) Write 'synonyms' for the following words 3M

- i) talkative, loquacious, chatty
- ii) comparison, consistency, parallelism
- iii) transformation, modification, evolution

c) Fill in the blanks with the right kind of verb that is in agreement with its subject. 3M

i) is ii) debates iii) knows

(Or)

3. a) Satyajit Ray, Begali film director - Fr. Gaston Roberge was acquainted with the works of Satyajit Ray through the Apu trilogy – fascinating – aesthetics – material poverty depicted in the films – he wanted to meet Ray – friendship developed over the years – Manikda 'Bhalo laglo' establishment of Chitrabani, a communication and film studies institution in West Bengal – token of friendship – friendship lasted twenty two years until Ray's death. 6M

(Note: Any four valid points given above can be awarded 4 Marks)

b) Paragraph Writing: Demonetisation 3M

- Introduction 1M
- Logical sense 1M
- Coherence and completeness 1M

c) Write 'Antonyms' for the given words 3M

i) flexible ii) gratify iii) flourish

UNIT-II

4. a) A decade ago, taken a person in town months to make contacts, find places and meet people – technological revolution has begun in the late 1990's – emerging new kind of internet – social networking: Friendster, Sixdegrees, MySpace, Facebook –with a few click of the mouse connecting people to people across the globe, get the job done –veteran users derided it as an intrusive assault on their privacy – the web of the future will connect physical world with virtual one – online social interaction give valuable insight into off-line views. 6M

(Note: Any four valid points given above can be awarded 4 Marks)

b) Fill in the blanks with suitable verb forms 3M

i) have you been working ii) have visited iii) scolds

c) Mind Map 3M

- Central concept and keywords 1M
- Cognitive functions 1M
- Graphical presentation 1M

(Or)

5. a) According to CEO, A Digital Nervous System : Basic operations, strategic thinking, customer interaction and business reflexes –fundamentally alter business and lifestyle of consumers – whether the technology help to run business better – ‘web workstyle’ and web lifestyle – Majority of the companies use digital tools to monitor their basic operations: running production, customer invoices, handling accounts – radically improves the function – impact of employees and consumers taking the advantage of these digital connections – can compete with high – speed business world. 6M

(Note: Any four valid points given above can be awarded 4 Marks)

b) Narrating essay 6M

- Introduction 1M
- Content and coherence 2M
- Relevant quotations and references 1M
- Appropriateness of language conventions 1M
- Conclusion 1M

UNIT-III

6. a) Technological powers increase: alter education system and the society as a whole –but the side effects and potential hazards also escalate – a change in population growth, and shifting from large masses of population into such urban technological islands – turned our environment into a physical and tinderbox – create technological ombudsman – agency could exert pressure for more intelligent use of new and advanced technology – disruptions of the natural ecology as Barry Commoner said ‘ destroying this planet as suitable place for human habitation – conscious regulation of the technological advancement – to prevent mass future shock. 6M

(Note: Any four valid points given above can be awarded 4 Marks)

b) Letter writing 6M

- Proper Style (latest) 1M
- Consistency in format (block/semi-block) 1M
- Salutation 1M
- Body of the letter 2M
- Conclusion and complimentary closing 1M

(Or)

7. a) The world was witness to Nature's fury – disasters are of infinite variety and scale: Earthquake and Tsunami – in a matter of minutes a thriving city was reduced to a rubble of stone, metal and corpses- the environment of life has become one of the constant threat from all directions – following one after the other in a never ending series – one does not know where the next blow will strike – the horror is transmuted into a different emotions, warmth and compassion for humanity - the media captured the horror and destruction of it all through its lens – like Phoenix the horror was slowly replaced by admiration – it is only such bouts of disaster, draw out the best of the collective spirit of humanity. 6M

(Note: Any four valid points given above can be awarded 4 Marks)

b) Change the voice of the following sentence 1M

The U.S elections were lost by Hillary Clinton.

c) Change the following sentence into indirect speech 1M

The Prime Minister urged/advised to save the country from corruption.

d) In the following 'Conditional Clauses' choose the best possible answer 1M

i) would/should create ii) would have come

e) Summary writing 3M

- Paraphrasing writer's ideas 1M
- Appropriateness 1M
- Accuracy 1M

UNIT-IV

8. a) Obviously resume is the most important marketing document – highlights the skills, competence, professionalism – outstanding qualities – drafted with care: reverse chronological order while listing educational qualifications and as well as job experience – rewriting objectives: suitable content–incorporating important key words – proofread – helps to market oneself – targeted at the position advertised – proper visual appeal – well organized resume greatly improves the chance to get the interview stage. 6M

(Note: Any four valid points given above can be awarded 4 Marks)

b) Technical Report writing 6M

- Prefatory part 1M
- Body of the report: introduction and establishing the topic 2M
- Elucidation and substantiation 2M
- Appendage 1M

(Or)

9. a) Training is an organized activity - learning and improving performance of the new employees – Organization expects creativity and innovation at work – training is imparted at all levels – types of training: On the job training and off the job training – recent trends : Outbound training (OBT) – trains at the some exotic location – insight into their work style and behavior – and Semi – Outbound training (SOBT) – conducting in the conference room – to train soft skills like team building and leadership qualities. 6M

(Note: Any four valid points given above can be awarded 4 Marks)

b) Note making: 3M

- Heading/Title 1M
- Abbreviation/ Sub-headings 1M
- Summary 1M

c) Choose the right article for the following blanks 3M

i) the ii) a iii) an

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