

**Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University) Coimbatore -641 043**

Bachelors Degree Examination - Semester: I

18 BLE 001- English Language for Communication I

Class: I UG

Max.Marks: 100

Major : English

Time: 3 Hours

Part-A

10 x 1=10

Choose the correct answer

1. -----is the method of human communication, either spoken or written, consisting of the use of words in a structured and conventional way.
a. linguistics b. sign language c. language d. phonetics
- 2.-----questions are also called as WH questions.
a. tag b. information c. yes or no d. negative
3. 'How is it going?' is an expression used to-----
a. greet someone b. enquire someone c. starting phrase d. express wish
4. 'Cheerio!' is the expression used to-----
a. greet someone b. enquire someone c. take leave d. motivate someone
- 5.-----verbs make one's speech more polite.
a. do b. auxiliary c. modal d. participles
6. 'Could you possibly...?' is an expression used to-----.
a. warn someone b. greet c. make request d. enquire someone
7. -----is a formal way of signalling the end of the letter and below the end of the body.
a. salutation b. main body c. signature d. complimentary close
8. A scientific or technical article is more general and _____.
a. formal b. informal c. useless d. unimportant
9. What is the negative form of 'Is he reading?'
a. Isn't he reading? b. He is not reading. c. hasn't he reading? d. wasn't he reading?
10. The Harry Potter books sold more-----than any other book.
a. copies b. editions c. publications d. prints

Part B

5 X 6=30

Answer the following

Answer should not exceed 400 words or two pages

11.a. Fill in the blanks.

Formal	Informal
I'm writing to draw your attention	
I would be most grateful if you could	
Would like to remind you that....	
What are you doing?	
It's a pleasure to meet you..	
What do you do?	

(or)

b. Write an informal letter to your father asking him to send money to buy books.

12.a. Take a tour to the laboratories in your Institute. Comment on the maintenance of the equipment and its arrangements. Give your suggestions for the easy maintenance.

(or)

b. Construct a paragraph about your favourite book.

13.a. Change the following sentences into polite forms:

1. Follow me
2. Leave soon.
3. Tell me the time
4. Do the work immediately.
5. Lend your car.
6. Help me.

(or)

b. Construct an interesting story on your own, based on the experiences you had in your life.

14.a. Rewrite the following sentences using contracted forms:

1. I have decided to quit my job.
2. I am going to attend that function.
3. He will come tomorrow.
4. I could not do this work.
5. She does not write.
6. They will not read properly.

(or)

b. **Good leaders are usually good orators.** Formulate minimum six points on, for and against this topic.

15.a. List out six sentences which express greetings.

(or)

b. Fill in the blanks with suitable dialogue:

Ramu: Good morning doctor.

Doctor: Good morning Ramu. _____?

Ramu: I have been suffering from fever since yesterday

Doctor: _____?

Ramu: I also feel _____.

Doctor: let me check your temperature. _____.

Ramu: ok doctor.

Doctor: Do blood test for Malaria and come with the report tomorrow.

Ramu: Sure doctor. Shall I go for work tomorrow?

Doctor: I shall recommend _____.

Ramu: can you give medical certificate?

Doctor: oh sure. _____.

Ramu: Thank u sir. Please tell me how shall I take this medicine?

Part C

5 x 12=60

Answer the following

Answer should not exceed 800 words or four pages

16.a. Write a letter of application to any prospective employer of your choice.

(or)

b. Change the tone of the following letter to make it a goodwill letter:

I would like to lodge a complaint regarding the poor service/quality of products at your clothing store, Trendy Designs. I am writing this letter to convey my extreme displeasure at the faulty products and lack of service at your store. I was made to wait for one and a half hours by your salesperson at the store before he was able to attend to me. The store was half empty and yet the salesman took his time before reluctantly ambling forward and rudely asking me what I wanted. I am not accustomed to such shabby service from a store in an upmarket area such as Gandhipuram. Coimbatore is renowned for their courtesy and fair mindedness. I was amazed at the lack of manners displayed by the salesperson at your store. I was also appalled by the quality of the blazers he displayed for me.

The blazers were poorly stitched and in neglected condition. Despite being new products, they were covered in a thin layer of dust and they had frayed cuffs and loose buttons. The worst was yet to come. When I thought I should at least try on what was the least damaged blazer, I was told by the store manager that I would have to wait for another half an hour. When I asked the reason for this, I was informed that I could not be allowed into the trial room as it was being cleaned. It was 11:00 am in the morning and I was shocked to learn that the cleaning lady had not tended to the trial room before business commenced at the store. The lack of professionalism and ill-mannered behaviour of your department staff and salesperson has ensured that I will never visit Trendy Designs again.

17.a. Construct a conversation between a Bank Manager and a Customer about getting Educational Loan.

(or)

b. Define Modals and explain its uses with suitable examples.

18.a. Formulate minimum of two catchy slogans for each of the six given ideas

- a. Child Labour b. Afforestation c. Women Harassment
d. Education to all e. Promote organic farming d. Global Warming

(or)

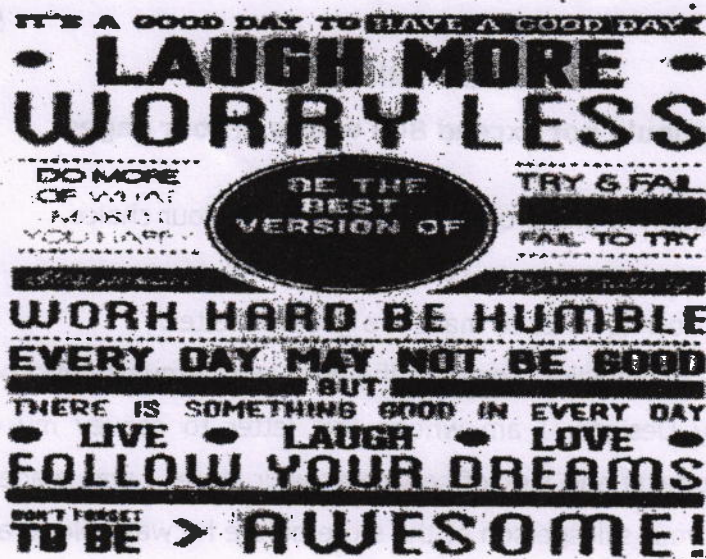
b. Imagine that you are the secretary of students' union. Construct a conversation between you and a teacher about the arrangements for a literary event in your college.

19.a. Explain the ways employed by the author in order to influence his classmate Debbie.

(or)

b. Construct an essay on the importance of English communication skills in the present scenario.

20.a. Read the following poster carefully and answer the questions:



1. What does the poster say about 'failing'?
2. What are the do's mentioned in the poster? State any four.
3. What do you understand by the term "Follow your dreams" ?
4. What does the poster try to project?
5. Give suitable title.
6. Mention your comment:

(or)

b. Describe the given picture in 100 words.

