

B.E. / B.TECH. DEGREE EXAMINATIONS: APRIL / MAY 2010

Second Semester

U07HS201: ENGLISH II

(Common to ALL Branches)

Time: Three hours

Maximum Marks: 100

Answer ALL the Questions:-

PART A (10 x 1 = 10 Marks)

1. Blocks of 2 ½ tons
A. 2 ½ - ton blocks B. 2.5 tons blocks C. 2 ½ tons block D. 2.5 ton block
2. The expansion of 'a 60 –watt lamp'
A. a lamp of a power of 60 watts B. a lamp of 60 watt
C. a lamp of 60 w power D. a 60 watt lamp power
3. The technical expansion of A.E.C.
A. Atomic energy committee B. Atomic Energy Commission
C. Atomic Electrical Course D. Atomic Electrical Consortium
4. The technical Expansion of PSLV
A. Personal Satellite Launching Vehicle B. Polar Satellite Launching Vehicle
C. Programmable Satellite Launching Vehicle D. Public Satellite Launching Vehicle
5. Identify the word has a wrong spelling
A. Instititution B. instution C. institution D. inisitution
6. Choose the correct conjunction to link the sentence
He cannot buy new clothes. He is poor.
A. But B. if C. because D. Although
7. Give the noun form of the word 'Communicate'
A. communicative B. communicable C. Commute D. Communication
8. Give the verb form of the word 'production'
A. product B. productive C. producible D. produce
9. Fill up with correct modal verb: She ____ speak four languages.
A. Can B. shall C. would D. ought
10. Use the word that indicates purpose and fill in the blank
The test is conducted ____ to calculate the total rise in temperature.
A. in order B. so as C. so as to D. so

PART B (10 x 2 = 20 Marks)

11. Change into the imperative form

All cutting – tools should be kept in good condition.

12. Fill in the blanks with the appropriate forms of words

Adjective	verbs	adverbs
Equal		equally
	complete	completely
		ably

13. Edit the following

In the coming dicades road transport has face serius problems. The dencity of automobile traffic in the sites will being so high, that the roads will hardly be able to accommodated them.

14. Make sentences that express the purpose

a. Experiment : demonstrate a principle

b. Aerial : receive broadcast signals

15. Add one of the prefixes to the following words to mean the words given against them

a. _____ tension: abnormal blood pressure

b. ____ standard: not having the required or normal quality

16. Rewrite the sentence using cause and effect relationship

They have devised a new method for superheating steam. It has caused an increased efficiency.

17. Link the sentence using conjunctions

He was not there. I spoke to his brother.

18. Rewrite using “should” instead of imperative

a. obey him.

b. Allow the solid to melt.

19. Give two instructions that has to be followed while driving a car.

20. Form two words by using the prefix ‘homo’

PART C (5 x 14 = 70 Marks)

21. (a) Read the following jumbled sentences and arrange them into a coherent paragraph:
- Secondly, we can heat the steel above a certain critical temperature, and then allow it to cool at different rates.
 - We can alter the characteristics of steel in various ways.
 - Annealing has a second advantage. It helps to relieve any internal stresses, which exist in the metal.
 - In the process known as annealing, we heat the steel above the critical temperature and permit it to cool very slowly.
 - This causes the metal to become softer than before, and much easier to machine.
 - At this critical temperature, changes begin to take place on the molecular structures of the metal.
 - In the first place, steel, which contains very little carbon, will be milder than steel, which contains a higher percentage of carbon.

(OR)

- (b) Read the following jumbled sentences and arrange them into a coherent paragraph:
- Blast of hot air is passed through the furnace which is necessary for reduction of the ore
 - The non metallic constituents floats on the top of the molten iron and is passed out
 - The process of smelting consists of heating the ore in the blast furnace with coke and limestone and reducing it to metal
 - The earth contains a large number of metals which are useful to man
 - The metal that remains is pig iron.
 - The iron contains some impurities which is removed by smelting.
 - The ore becomes molten.

22. (a) Read the following report and answer the questions that follow it:-

It has always been clear, of course that a properly designed media program uses press, posters, printed leaflets and so on in proportions suitable to the nature of the product itself. In such a program television occupies a relatively important place if the product is sold in small quantities, at a low price to the vast mass of the people. It is regarded as a quick acting medium, peculiarly suited to prompting "Impulse purchases".

Larger items, such as cars and refrigerators, may be more profitably advertised in the press or other media which are examined in greater detail and more at leisure than television ' commercials' can possibly be. Nevertheless, in most mass advertising

campaigns, the media are used in combination with each other, in proportions which tend to be more and more carefully, and even scientifically, determined.

It is significant, in this connection, that the poster medium and outdoor advertising generally, are staging something of a recovery, after sustaining what at first looked like being a severe blow at the time of the introduction of commercial television into the United Kingdom in 1955.

Media planning is only one of the branches of the British advertising business, where most exact methods of measurement and the close study of statistical data have made considerable headway in recent years. The marketing and research departments of the advertisers themselves, and of the agents who act as middlemen between advertisers and media owners in the case of more than 50 percent of British advertisers business, are constantly expanding. These departments have for sometime included a number of University graduates. Usually with particular qualification in statistics and the movement of University trained men into advertising, the business is growing as is the study of advertising problems in the universities themselves, particularly in the departments of economics, psychology and sociology.

I Complete the following sentences choosing one of the options given below:

1. A properly designed media program uses
 - a) Television – if the commodity is produced on a large scale.
 - b) different sources of media according to the type of the product.
 - c) a media which depends on the impulse.
2. The producers advertise larger items
 - a) on television ‘ commercial’ to appeal to the people
 - b) in press so that the customer may see details leisurely.
 - c) To make profit through advertisement
3. The poster medium and outdoor advertisement
 - a) were stated in the University Kingdom in 1955.
 - b) Are again becoming popular these days.
 - c) Nowadays depend upon commercial television.
4. British advertising business
 - a) is one of the branches of media planning.
 - b) Has a close of roads and ways in recent years.
 - c) Studies closely measuring methods of advertisement

5. The marketing and research departments of advertisers
 - a) have employed a number of university graduates
 - b) have appointed 50 percent middlemen
 - c) have started departments of economics, psychology and sociology.
6. The advertising agents act as middlemen between
 - a) university students and advertisers.
 - b) Media owners and economists
 - c) Those who are interested and those who own the media.

II Give the most suitable meanings of the following words as they are used in the text choosing from the lists given below.

7. Nevertheless

- (i) neverbefore (ii) never (iii) however

8. Severe blow

- (i) air (ii) a hard hit (iii) a fight

9. Sociology

- (i) a study of ecology
(ii) a study of the nature and development of society
(iii) a study of the history of a nation

10. headway

- (i) progress in difficult circumstances
(ii) the path if the leader
(iii) The movement of one's head

11. In proportions

- (i) in parts.
(ii) In correct relations to other things.
(iii) In proper terms.

12. A close study

- (i) a thorough, detailed study
(ii) a study of secret material
(iii) the end of reading.

13. Give a suitable title for the passage

(OR)

(b) Make a note of the above passage given for comprehension (22a) following the rules of note making.

23. (a) Write a letter of job application for the post of animation engineer to the HR manager of Veena Multimedia Pvt Ltd, 25, MG Street, Bangalore-20. Give a separate resume along with your letter. Imagine you have a experience of 2 years.

(OR)

(b) Write a letter to m/s. HCL computers (India) ltd., 11, Anna Salai, Chennai, enquiring about the latest multimedia systems, scanners and printers. Address the letter to the sales manager of the company.

24. (a) Write a letter of complaint to the editor of a newspaper about the increasing noise pollution in the city. Your letter should suggest suitable solutions to tackle the problems of noise pollution.

(OR)

(b) You are the quality control engineer of a manufacturing company. Due fluctuations of electricity 80 percentage of the goods manufactured are rejected. The Managing Director of the firm has asked you to prepare a detailed report on the case, together with your recommendations for averting similar problems in the future. Your report should not exceed 200 words.

25. (a) Prepare a list of seven instructions that must be followed when you are in a electrical laboratory.

(OR)

(b) What instructions would you give your tourist friend from Australia, to make his trip to India, a pleasant one. Give a list of seven instructions pertaining to food, stay , travel, etc.
