



**GENERAL INSTRUCTIONS TO THE CANDIDATES**

- Candidates are instructed to answer the questions as per Bloom's Taxonomy knowledge level (K<sub>1</sub> to K<sub>6</sub>)
- Candidates are strictly instructed not to write anything in the question paper other than their roll number.
- Candidates should search their pockets, desks and benches and handover to the Hall Superintendent/ Invigilator if any paper, book or note which they may find therein as soon as they enter the examination hall.
- Candidates are not permitted to bring electronic watches with memory, laptop computers, personal systems, walkie-talkie sets, paging devices, mobile phones, cameras, recording systems or any other gadget / device /object that would be of unfair assistance to him / her.
- Corrective measures as per KCT examination policies will be imposed for malpractice in the hall like copying from any papers, books or notes and attempting to elicit the answer from neighbours.

**B.E/B.TECH DEGREE EXAMINATIONS: JUNE 2015**

(Regulation 2014)

Second Semester

**U14ENT201: FUNCTIONAL ENGLISH II**

(Common to all Branches)

**Time: Three Hours**

**Maximum Marks: 100**

**Answer all the Questions:-**

**PART A (10 x 1 = 10 Marks)**

1. Match List I with List II using the codes given below.

[K<sub>3</sub>]

List I - Phrasal verbs	List II - Sentences
A. go away	i. A gun will ----- at the beginning of the race.
B. go off	ii. My father wants to ----- to school for a degree.
C. go over	iii. -----! You are bothering me.
D. go back	iv. Let's ----- the rules of the game one more time.

- |    | A | B | C | D |
|----|---|---|---|---|
| a) | 1 | 3 | 2 | 4 |
| b) | 2 | 1 | 4 | 3 |
| c) | 3 | 1 | 4 | 2 |
| d) | 4 | 3 | 2 | 1 |

2. Match List I with List II using the codes given below.

[K<sub>2</sub>]

List I – Sentence Types	List II - Examples
A. Declarative sentence	i. I attended the Robotics workshop.
B. Interrogative sentence	ii. What an interesting workshop it was!
C. Imperative sentence	iii. What is the workshop about?
D. Exclamatory sentence	iv. Attend the workshop without fail.





**PART B (10 x 2 = 20 Marks)**  
**(Answer not more than 40 words)**

11. Differentiate flyers from brochures by stating two valid statements. [K<sub>1</sub>]
12. Collective nouns *team* and *staff* may be either singular or plural depending on their use in the sentence. Construct two sentences for each of the given word which would act as a singular and plural subject. [K<sub>2</sub>]
13. Identify the spelling, punctuation and grammatical errors and edit the same. [K<sub>3</sub>]  
One of the recent development of modern technology, sellular phones, can be a threat to safety. A study for Donald Redmond and Robert Lim of the university of Toronto showed that cellular phones poses a risk to drivers. In fact people who talk by the phone while driving are for times more likely to have an automobile accident than those whom do not use the phone while drive. I like to use my cell phone when I am driving because it is conveneint.
14. Demonstrate any two etiquettes to be followed during formal telephonic conversation. [K<sub>3</sub>]
15. Describe a person whom you admire the most. [K<sub>2</sub>]
16. Illustrate as how you will politely refuse the following request of your friend? [K<sub>3</sub>]  
Your Friend: I am out of town for 2 days. Could you take care of my puppy during my absence?  
You: -----
17. Apply proper tags to the following statements. [K<sub>3</sub>]  
a. Maya will be meeting the Secretary today, -----?  
b. Don't blindly believe the internet content, -----?
18. Construct one sentence each for the homophones given: [K<sub>2</sub>]  
a. Stationery  
b. Stationary
19. Illustrate the given passage in the form of non-linear notes (flow chart). [K<sub>3</sub>]  
The following are steps to borrow a book from the library. First, the ID card is swiped to gain entry into the library. Next, the availability of the book is verified by browsing the system in the library. If the book is available, then the location of the book is identified. Following this, the book is located in the rack and it is brought to the librarian. Then, entry is made in the book as well as in the student account maintained at the library. If the book has been borrowed already, then a reservation is made to borrow that particular book when it is returned. Finally, the ID card is swiped once again to exit from the library.
20. Demonstrate squinting modifier with an example. [K<sub>3</sub>]

**Answer any FIVE Questions:-**

**PART C (5 x 14 = 70 Marks)**

**(Answer not more than 300 words)**

**Q.No. 21 is Compulsory**

21. (i) Compose your resume along with a covering letter to be sent to the HR Manager of (7) [K<sub>5</sub>]  
HCL, Bengaluru for the post of Trainee Engineer. Assume all other necessary details.
- (ii) Choose the best answer to fill in the blanks given below: (7) [K<sub>2</sub>]  
The food we eat seems to have profound \_\_\_(1)\_\_\_ on our health. Although science has made enormous steps in making food more fit to eat, it has, at the same time, made many food unfit to eat. Some research has shown that perhaps 80% of all human illnesses are related to diet and 40% of cancer is related to the diet as \_\_\_(2)\_\_\_, especially cancer of the colon. Different cultures are more prone to contract certain illnesses because of the food that is characteristic in these cultures. \_\_\_(3)\_\_\_ food related to illness is not a new discovery. In 1945, government researchers realized that nitrates and nitrites, commonly used to preserve color in meats, and other food

additives, caused cancer. Farmers often give penicillin to beef or poultry, and because of this, penicillin has been found in the milk of treated cows. Sometimes similar drugs are \_\_\_(4)\_\_\_ to animals not for medicinal purposes but for financial \_\_\_(5)\_\_\_. The farmers are simply trying to fatten the animals in order to \_\_\_(6)\_\_\_ a higher price on the market. Although the Food and Drug Administration (FDA) has tried repeatedly to control these procedures, the \_\_\_(7)\_\_\_ continue.

- |                  |                 |                 |           |
|------------------|-----------------|-----------------|-----------|
| 1. a) effects    | b) importance   | c) significance | d) motion |
| 2. a) such       | b) so           | c) that         | d) well   |
| 3. a) What       | b) This         | c) Such         | d) That   |
| 4. a) doled out  | b) administered | c) extended     | d) cast   |
| 5. a) reasons    | b) clues        | c) prompts      | d) tenets |
| 6. a) pass       | b) conquer      | c) seize        | d) obtain |
| 7. a) operations | b) practices    | c) questions    | d) issues |

22. (i) Choose the correct answers for the questions given below after reading the following passage: (7) [K<sub>2</sub>]

A fundamental principle of pharmacology is that all drugs have multiple actions. Actions that are desirable in the treatment of disease are considered therapeutic, while those that are undesirable or pose risks to the patient are called "effects." Adverse drug effects range from the trivial, e.g., nausea or dry mouth, to the serious, e.g., massive gastrointestinal bleeding or thromboembolism; and some drugs can be lethal. Therefore, an effective system for the detection of adverse drug effects is an important component of the health care system of any advanced nation. Much of the research conducted on new drugs aims at identifying the conditions of use that maximize beneficial effects and minimize the risk of adverse effects.

The intent of drug labeling is to reflect this body of knowledge accurately so that physicians can properly prescribe the drug; or, if it is to be sold without prescription, so that consumers can properly use the drug.

The current system of drug investigation in the United States has proved very useful and accurate in identifying the common side effects associated with new prescription drugs. By the time a new drug is approved by the Food and Drug Administration, its side effects are usually well described in the package insert for physicians. The investigational process, however, cannot be counted on to detect all adverse effects because of the relatively small number of patients involved in premarketing studies and the relatively short duration of the studies.

Animal toxicology studies are, of course, done prior to marketing in an attempt to identify any potential for toxicity, but negative results do not guarantee the safety of a drug in humans, as evidenced by such well known examples as the birth deformities due to thalidomide.

This recognition prompted the establishment in many countries of programs to which physicians report adverse drug effects. The United States and other countries also send reports to an international program operated by the World Health Organization. These programs, however, are voluntary reporting programs and are intended to serve a limited goal: alerting a government or private agency to adverse drug effects detected by physicians in the course of practice. Other approaches must be used to confirm suspected drug reactions and to estimate incidence rates. These other approaches include conducting retrospective control studies; for example, the studies associating endometrial cancer with estrogen use, and systematic monitoring of hospitalized patients to determine the incidence of acute common side effects, as typified by the Boston Collaborative Drug Surveillance Program.

Thus, the overall drug surveillance system of the United States is composed of a set of

information bases, special studies, and monitoring programs, each contributing in its own way to our knowledge about marketed drugs. The system is decentralized among a number of governmental units and is not administered as a coordinated function. Still, it would be inappropriate at this time to attempt to unite all of the disparate elements into a comprehensive surveillance program. Instead, the challenge is to improve each segment of the system and to take advantage of new computer strategies to improve coordination and communication.

**1. The author is primarily concerned with discussing:**

- a. methods for testing the effects of new drugs on humans
- b. the importance of having accurate information about the effects of drugs
- c. procedures for determining the long-term effects of new drugs
- d. attempts to curb the abuse of prescription drugs

**2. The author implies that a drug with adverse side effects:**

- a. will not be approved for use by consumers without a doctor's prescription
- b. must wait for approval until lengthy studies prove the effects are not permanent
- c. should be used only if its therapeutic value outweighs its adverse effects
- d. should be withdrawn from the marketplace pending a government investigation

**3. Which of the following can be inferred from the given passage?**

- a. Drugs with serious side effects are never approved for distribution.
- b. A centralized drug oversight function would improve public health.
- c. Most physicians are not aware that prescription drugs have side effects.
- d. Some rare adverse drug effects are not discovered during the limited testing.

**4. The author introduces the example of thalidomide to show that some:**

- a. drugs do not have the same actions in humans that they do in animals
- b. drug testing procedures are ignored by careless laboratory workers
- c. drugs have no therapeutic value for humans
- d. drugs have adverse side effects as well as beneficial actions

**5. The author of the passage regards current drug investigation procedures as:**

- a. important but generally ineffectual
- b. lackadaisical and generally in need of improvement
- c. necessary and generally effective
- d. comprehensive but generally unnecessary

**6. The author is most probably leading up to a discussion of some suggestions about how to:**

- a. centralize authority for drug surveillance in the United States
- b. centralize authority for drug surveillance among international agencies
- c. coordinate better the sharing of information among the drug surveillance agencies
- d. eliminate the availability and sale of certain drugs now on the market

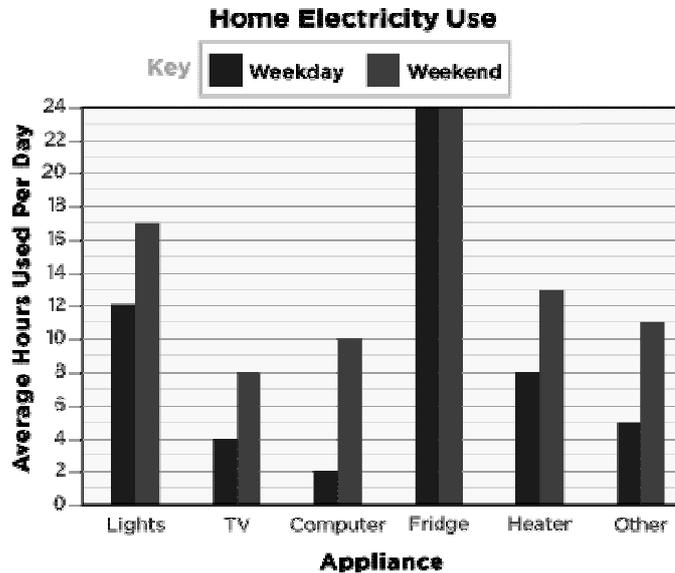
**7. The author relies on which of the following in developing the passage?**

- a. Statistics
- b. Analogy
- c. Examples
- d. Authority

23. (ii) Make linear notes based on the reading passage given in Q.No: 22.(i) (7) [K<sub>3</sub>]  
(i) Analyse and write your perception about the picture given below. (7) [K<sub>4</sub>]



- (ii) Elucidate the working mechanism of an air conditioner compressor - compress and pump the refrigerant gas - produces heat - compressed refrigerant - condenser coils - liquid refrigerant pumped towards expansion valve - temperature sensor -releases refrigerant to evaporator (cooling coils) -Conversion from liquid to gaseous state -produces chillness - refrigerant in cooling coils enter the compressor - cycle continues (7) [K<sub>3</sub>]
24. (i) The Clean Food Products Ltd, Kanpur has decided to provide internet surfing facilities to all its employees. As the Managing Director of the company, draft a letter to be sent to all the Divisional Heads containing the following information: the location, number of computers to be made available, timings and procedure for lodging complaints if any. (7) [K<sub>3</sub>]
- (ii) Draft an advertisement to create awareness about renewable sources of energy. (7) [K<sub>3</sub>]
25. (i) Elaborate on the given pictorial representation in not more than 200 words. (7) [K<sub>2</sub>]



- (ii) Review the following article in not more than 200 words: (7) [K<sub>4</sub>]
- Marketing executives in television work with a relatively stable advertising medium. In many ways, the television ads aired today are similar to those aired two decades ago. Most television ads still feature actors, still run 30 or 60 seconds, and still show a product. However, the differing dynamics of the Internet pose unique challenges to advertisers, forcing them to adapt their practices and techniques on a regular basis. In the early days of Internet marketing, online advertisers employed banner and pop-up ads to attract customers. These techniques reached large audiences, generated many sales leads, and came at a low cost. However, a small number of Internet users began to

consider these advertising techniques intrusive and annoying. Yet because marketing strategies relying heavily on banners and pop-ups produced results, companies invested growing amounts of money into purchasing these ad types in hopes of capturing market share in the burgeoning online economy. As consumers became more sophisticated, frustration with these online advertising techniques grew. Independent programmers began to develop tools that blocked banner and pop-up ads. The popularity of these tools exploded when the search engine Google, at the time an increasingly popular website fighting to solidify its place on the Internet with giants Microsoft and Yahoo, offered free software enabling users to block pop-up ads. The backlash against banner ads grew as new web browsers provided users the ability to block image-based ads such as banner ads. Although banner and pop-up ads still exist, they are far less prominent than during the early days of the Internet.

A major development in online marketing came with the introduction of pay-per-click ads. Unlike banner or pop-up ads, which originally required companies to pay every time a website visitor saw an ad, pay-per-click ads allowed companies to pay only when an interested potential customer clicked on an ad. More importantly, however, these ads circumvented the pop-up and banner blockers. As a result of these advantages and the incredible growth in the use of search engines, which provide excellent venues for pay-per-click advertising, companies began turning to pay-per-click marketing in droves. However, as with the banner and pop-up ads that preceded them, pay-per-click ads came with their drawbacks. When companies began pouring billions of dollars into this emerging medium, online advertising specialists started to notice the presence of what would later be called click fraud: representatives of a company with no interest in the product advertised by a competitor click on the competitor's ads simply to increase the marketing cost of the competitor. Click fraud grew so rapidly that marketers sought to diversify their online positions away from pay-per-click marketing through new mediums.

Although pay-per-click advertising remains a common and effective advertising tool, marketers adapted yet again to the changing dynamics of the Internet by adopting new techniques such as pay-per-performance advertising, search engine optimization, and affiliate marketing. As the pace of the Internet's evolution increases, it seems all the more likely that advertising successfully on the Internet will require a strategy that shuns constancy and embraces change.

26. (i) Compose an essay on "Social Networking: Boon or Bane" in about 200 words. (7) [K<sub>6</sub>]
- (ii) Construct a meaningful paragraph by rearranging the following sentences in the correct order. (7) [K<sub>6</sub>]
- Some people think it is because many years ago, rich people gave Christmas boxes of food and clothes to the people working for them.
  - Boxing Day is a holiday in Australia, Britain, New Zealand and Canada. Boxing Day is usually on 26<sup>th</sup> December.
  - At the time, rich people lived in very big houses and many people worked in those houses.
  - Today people don't give boxes on Boxing Day. But they do celebrate Boxing Day with their families and friends.
  - The day after Christmas was a good day to give the boxes to each worker, to say thank you to them and their families.
  - But when 26<sup>th</sup> December is a Sunday, Boxing Day is on 27<sup>th</sup> December.
  - We don't really know why the name of the holiday is Boxing Day.

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