

SET B

(FOR THE CANDIDATE ADMITTED DURING THE
ACADEMIC YEAR 2022 ONLY)

(NO. OF PAGES: 2)

22 UEN 202

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : MAY 2023

UG - COURSE (AIDED & S.F.)

MAXIMUM MARKS: 50

II SEMESTER

TIME : 3 HOURS

PART – II

COMMUNICATION SKILLS – II

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(Objective Questions with four Multiple Choices)

(Qn. No. 1 - 5)

1. _____ is a work of Satire.
a) The Professor b) The Portrait c) The Paint d) The Play
2. The phrase “Bubble Reputation” means _____.
a) Defamation b) Short-lived fame c) Everlasting fame d) Desired fame
3. The customer wants _____ paintings from Mr.Bigger.
a) Famous b) Modern c) Old d) Colour
4. _____ offered Baldwin a job in his Bank in "The Hour of Truth"?
a) Mr. Marshall b) Mr. Baron c) Mr Thomas d) Mr. John
5. _____ advertising can promote your business to a wide range of customers
a) radio b) television c) circular d) Newspaper

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(Qn. No. 6 - 10)

6. Interpret what the professor means when he says “Both have cars”.
7. Explain the metaphorical meaning of ‘exile’ and ‘entrance’.
8. Explain who Giangolini was.
9. Define what John considers “a technicality”
10. Explain the motive for an advertisement.

SECTION – B

(5 X 3 = 15 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.

11. a) List the use of Hyperbole in the poem “The Professor”.
(OR)
b) Do you think our farmers have been genetically modifying the food materials even without being aware? Assess.

(CONTD 2)

12. a) Describe what happens when bosses and subordinates work long hours together.

(OR)

b) "All the world a stage,
And all the men and women merely players."- Interpret.

13. a) Describe the story of Earl Hurtmore.

(OR)

b) Sketch a paragraph on the portrait in Huxley's *The Portrait*.

14. a) Examine who, you think, exhibits true friendship—Baldwin or Gresham.

(OR)

b) Interpret Martha's reaction when she comes to know that Baldwin had rejected the generous offer made by Gresham.

15. a) List the different media of Advertising.

(OR)

b) Sketch a note on Product advertisement.

SECTION – C

(5 X 5 = 25 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.

16. a) Construct sentences, using the Present Perfect, Simple or the Present Perfect Continuous Tense:

- i) The transport crew/ demand a pay hike/ for the last one year.
- ii) The teacher/ notice/ my absence last week.
- iii) Don't get angry. / I try/ to contact you many times.
- iv) She/know/ the secret/about her friend.
- v) Scientists/ warn us / about the phenomenon/ for a decade at least.

(OR)

b) Justify your views on today's food and eating habits suggested by health gurus and doctors.

17. a) Evaluate the importance realistic message from the poem *All the World Is a Stage* .

(OR)

b) Analyze the situations in business life when one should have the courage to say - It's none of your business!.

18. a) *The Portrait* by Aldous Huxley- Summarise

(OR)

b) Convert the following into impersonal passive structures:

- 1) People know Roy is a car thief.
- 2) People say that children are afraid of the supernatural .
- 3) People say that this rock band is the best in the world.
- 4) They think that she will be attending the conference.
- 5) The students say that the examination was difficult.

19. a) Critically analyse the play *An Hour of Truth*.

(OR)

b) Outline the character sketch of Baldwin in detail.

20. a) Prepare the famous advertising slogans of these brands.

1. Subway 2. Kit Kat 3. KFC 4. L'Oreal 5. Nike 6. HSBC 7. MasterCard
8. Google 9. Apple 10. Audi

(OR)

b) Plan and construct an advertisement on Jewellery shop.

ANSWER SCHEME- SET B

PART - III

22UEN202 - COMMUNICATION SKILLS II- SET B

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(Objective Questions with four Multiple Choices) (Qn. No. 1 - 5)

1.a. The Professor 2. b. Short-lived fame 3.c. Old 4. a. Mr. Marshall 5. d) Newspaper

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(Qn. No. 6 - 10)

6. It depicts his narrow thinking about success.

7. It means Birth and Death

8. Giangolini was an upcoming painter who painted Lady Hurtmore. He was handsome, dashing and young. He had an amorous technique as perfect as his artistic technique.

9. The depositors of the bank are not going to lose their money, though there is bank crash.

As the money was safe, John considers it a technicality.

10. The motive for an advertisement is to influence masses and to promote the sales of the product

SECTION – B

(5 X 3 = 15 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.

11. a) Use of Hyperbole: Hyperbole means exaggerating something. Ezekiel has shown that Indians have the habit of exaggerating for emphasis. The use of hyperbole is quite apparent in the professor's speech examples are listed below:
* Our progress is progressing. * Everything is happening with leaps and bounds.
* This year I am sixty-nine. * You were so thin, like stick.

11.b) GMO foods are carefully studied before they are sold to the public to ensure they are as safe as the foods we currently eat. These studies show that GMOs do not affect you differently than non-GMO foods.

12.a) When bosses and subordinates work long hours together they allow the line between their professional and personal affairs to get blurred. As they develop a warm and friendly relationship and become curious about some aspects of the other person's personal affairs. Over time they get to know where the other person vacations and what he does on the weekends. The writer affirms that this personal information is nobody's business and one need not disclose the personal details at the work place for the individual's safety and dignity.

12.b) 'All the world's a stage' is a monologue of "the melancholy Jaques" from Act II Scene VII of the play As You Like It by William Shakespeare. 'All the world's a stage' by asserting that life is like a stage on which 'men and women merely' play roles. They play different parts throughout their lives. One starts in infancy, moves through childhood, and into the best part of their life when they're a lover, soldier, and judge. Later, they lose control of their senses and eventually can't take care of themselves.

13.a) Earl Hurtmore is a long faced, gloomy, grey-looking fellow. He spent half his life travelling in Italy looking for antiques and listening to music. He married at the age of fifty five. They both are different in their tastes. A year after their marriage Hurtmore visited Venice with his wife. For Hurtmore Venice is meant for unlimited music whereas for Lady Hurtmore it meant for gambling, masked balls and supper parties. Hurtmore had an idea of

having his wife's portrait painted. So he appointed the young painter Giangolini. Lady Hurtmore was attracted by his beauty and they both decided to escape with Hurtmore's jewels. Hurtmore catches them red handed and returns home with the jewel box. Lady Hurtmore realizes that she cannot lead a happy life with the poor artist and returns to her husband.

13.b) The story is about a girl, Lady Hurtmore is in twenty. She is married by IV earl of Hurtmore who is fond of music and Roman antiquities. One day Lord Hurtmore had the disastrous idea of having his wife's portrait painted. He selected Giangolini to be painted. Giangolini and lady fall in love. They planned to run away across the border but their plan is known to Earl of Hurtmore. The anti-climax was Lady Hurtmore at last, is in the home- with the family jewels. He narrates the story of the lady in the picture in such a way that the customer falls a victim to his wonderful sales talk. He gives the salesperson a cheque for six hundred and eighty pounds and buys the picture.

14.a) Baldwin and Gresham had been friends since their boyhood. They had known each other for 35 years. Baldwin led a simple life with his family. He was an honest, diligent and hardworking employee. Gresham was the president of a National Bank. attachment with the money. Baldwin considered Mr. Gresham as a good boss. Baldwin had even named his son after Gresham. Gresham had been arrested for misappropriation of money at the bank. Before that he advised his friend to close the bank in order to save him. Being a good friend, he had tried to save Gresham. But Gresham did not care and was caught. Baldwin was to testify against him. Gresham had offered a hundred thousand dollars. But Baldwin had rejected it. As he was honest, he could not help his friend. But he did not give up his friendship.

14.b) Gresham and Baldwin had been thick friends for over 30 years. Gresham had been arrested for misappropriation of money at the bank and Baldwin was to testify against him. Gresham was ready to offer a hundred thousand dollars, if Baldwin helped him. Martha along with other family members began to convince Baldwin. She began to persuade Baldwin to say lie and to help Gresham. If he accepted to tell lie, the family could lead a cozy life. Thus Martha tried to convince Baldwin to accept the offer and save Gresham.

15.a) **Print:** Newspaper, Handbill Poster Banner (paper, cloth), Brochure, Pamphlet, Leaflet Books Magazines **Electronic:** Television, Radio, Cable Network **Digital/ New Media:** Internet websites CD and DVDs of films Cell Phones

15.b) A product is something produced in large numbers by human beings, machines or by a natural process. The main focus of the ad in this case is the product and not the company or manufacturer. They are low on information about the product but are high on style. Ads of soft drinks, shoes, cars, cell phones and food products belong to this category.

SECTION – C

(5 X 5 = 25 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.

16.a) i) The transport crew have been demanding a pay hike for the last one year.
ii) The teacher has noticed my absence last week.
iii) Don't get angry I have tried to contact you many times
iv) She has known the secret about her friend.
v) Scientists have been warning about the global phenomenon for a decade at least

16.b) A healthy diet is essential for good health and nutrition. It protects you against many chronic noncommunicable diseases, such as heart disease, diabetes and cancer. Eating a variety of foods and consuming less salt, sugars and saturated and industrially-produced trans-fats, are essential for healthy diet.

17.a) This poem has presented the real aspect of human life where the world and its people have been presented metaphorically as a stage and the players. The poet has presented seven different stages of a person's life here in this poem. This poem has shown the beginning and the end of human life in the worldly stage where humans have to perform different roles in their lifetime and finally move towards their final destination (death) leaving this worldly stage. This poem has presented the real theme that a person is the ultimate loser in the game of life.

17.b) McCormack states that for two topics we should be ready to say —It's none of your

business]. It is about someone else's money and personal life. These are the two important areas where we have to maintain secrecy. The author is surprised to see how aggressively people pry into these areas and how much they reveal on these subjects.

18. a) The structure of the story *-The Portrait* is very interesting. It is a story within a story. Both stories have much in common. The outside story is devoted to a prosaic affair. The inside story is about the romantic love of a young wife and an artist. In both stories the author shows that money influences the life of people greatly. The themes of *-The Portrait* are love and money, art and money and commercialization of art.

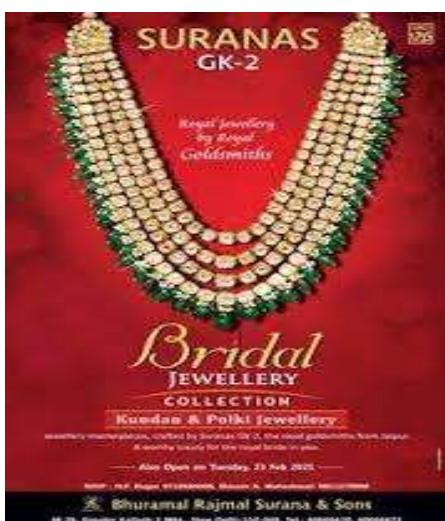
18.b) 1) Ans: It is known that Roy is a car thief.
2) Ans: It is said that children are afraid of the supernatural .
3) Ans: This rock band is said to be the best in the world.
4) Ans: She is thought to be attending the conference.
5) Ans: It is said that the examination was difficult.

19.a) Oscar Wilde, in his one act play *“The Hour of Truth”*, shows how easily people forget their moral values, and principles, being loved by greed. highlights about friendship and dilemma in life when one has to testify against loved ones, as portrayed by the characters Gresham and Baldwin. Towards the conclusion one finds that *‘The Hour of Truth’* had dawned relieving Baldwin of the heavy burden and guilt.

19.b) Robert Baldwin is the protagonist of this play. He lives in a trim little cottage with his wife Martha and his son John and daughter Evie. He is working as the governor of a bank owned by John Gresham. Baldwin is honest and he has taught his family the importance of honesty. He has to testify against Gresham for financial misappropriation. Even though he is forward a huge sum for hiding the truth, Baldwin stands for honesty and tells the truth.

20.a) 1. – “Eat Fresh”
2. – “Have a Break, Have a Kit Kat”
3. – “Finger Lickin’ Good”
4. – “Because You’re Worth It”
5. – “Just Do It”
6. – “The World’s Local Bank”
7. – “For Everything Else, There’s MasterCard”
8. – “Don’t be Evil”
9. – “Think Different”
10. - “Advancement Through Technology”

20.b)



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