



UNIVERSITY OF THE PUNJAB

First Semester 2015

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Functional English-II
Course Code: ENG-11068

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q2: Translate into English

(10)

ہر آدمی کو شہر اور صوبے سے محبت ہونی چاہئے، لیکن شہر یا صوبہ پورے ملک کا
صرف ایک حصہ ہے۔ اس کی ترقی پورے ملک کی ترقی پر انحصار رکھتی ہے۔ ہمیں مقامی
اور علاقائی مفادات کو اجازت نہیں دینی چاہئے کہ وہ ہمیں ملک کے مجموعی مفاد سے
بے نیاز کر دیں۔ صوابیت ایک ذہر ہے۔ یہ آہستہ آہستہ لیکن یقینی طور پر اثر کرتا ہے اور
ملک کی سلامتی کیلئے ایک خطرہ بن جاتا ہے۔

Q3: Write a report on the importance for water in human life.

(10)

Q4: Write a letter to the editor of the newspaper discussing poor sanitation in your locality and suggest remedies.

(10)

Q5: Correct the following sentences

1. None of the members were present.
2. He said do not make a noise.
3. She do not likes apples.
4. My father's name is ali.
5. Shahid has sang a good song.

Q6: Make a précis of the following passage and suggest a suitable title.

(10)

It is physically impossible for a well-educated or brave man to make money the chief object of his thoughts, just as it is for him to make his dinner the principal object of them. All healthy people like their dinners, but their dinner is not the main object of their lives. So all healthy minded people like making money—ought to like it and enjoy the sensation of winning it; it is something better than money. A good soldier, for instance, mainly wishes to do his fighting well. He is glad of his pay—very properly so, and justly grumbles when you keep him ten years without it—still his main notion of life is to win battles, not to be paid for winning them. So of clergyman's object is essentially to baptize and preach, not to be paid for preaching. So of doctors. They like fees no doubt, -- out to like them; yet if they are brave and well educated, the entire object of their lives is a not fee. They, on the whole, desire to cure the sick, and, if they are good doctors, and the choice were fairly put to them, would rather cure their patient and lose their fee than kill him and get it. And so with all the other brave and rightly trained men; their work is first, their fee second -- very important always, but still second. (233 words)

Q7: Write a paragraph on "childhood."

(10)



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MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE

Q1: Choose the appropriate answer by encircling the correct option.

1. A comma indicates
a) pause b) end c) error d) question
2. A compound sentence shows
a) synthesis b) separation c) grammar d) participle
3. Verb is a word carrying the sense of
a) speaking b) doing c) naming d) linking
4. A full stop indicates
a) pause b) end c) error d) question
5. A simile is
a) short story b) grammar rule c) A comparison d) A contrast
6. A metaphor is
a) verb b) Indirect speech c) a suggestive expression d) synthesis
7. The total number of parts of speech is
a) 3 b) 5 c) 7 d) 8
8. A common noun refers to
a) animals b) ordinary objects or people
c) flowers d) famous people
9. Passive voice is used for
a) direct narration b) inversion of subject
c) synthesizing sentences d) correction
10. Gerund is verb condition indicating
a) past b) continuity c) present d) article



UNIVERSITY OF THE PUNJAB

First Semester 2015
Examination: B.S. 4 Years Programme

Roll No.

PAPER: English-I (Language in Use)
Course Code: ENG-111

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

QUESTIONS WITH SHORT ANSWERS

Q-1 Read the following sentence carefully; Explain in your own words, exactly what Silas was doing and what was happening to him.

(5)

Still, that misdemeanor must be committed; and poor Silas, after peering all round the hedgerows, traversed the grass, beginning with perturbed vision to see Eppie behind every group of red sorrel, and to see her moving always further off as he approached.

Q-2 Summarize Paragraph 13 of Unit 3

(5)

That of, course, is why we'll never see a major scare about hairdryers.

Q-3 Devise an argumentative title and write a small article of about 120 words.

(10)

QUESTIONS WITH BRIEF ANSWERS

Q-4 Summarize the following Paragraph in your own words. Do not use more than 80 words

(15)

Today there are 3000 million people in the world. Fifty years ago only about 2000 million people lived in it. If earth's population were evenly distributed over its land surface, there would be about 550 persons to the square mile. But Earth has vast areas of forest, mountains and desert which are almost totally inhabited. On the other hand, it has great cities each with millions of people living in a few square miles.

To feed the fast growing population of our earth, scientists and planners have to discover new ways to produce more. One possible way is to bring more land not under cultivation. This can be done only in places where there is lot of land not used for productive purposes. In many places there is no longer possible all the arable land is already cultivated. A second way is to make use of new types of seeds to produce more. Already a number of new strains of paddy and wheat have been developed in different parts of the world. Pakistan is one of the countries where a lot of useful work has been done in the field of agriculture research.

Q5. Write a paragraph on "My Favorite Time of the Year."

(15)



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Roll No.

First Semester 2015
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PAPER: English-I (Language in Use)
Course Code: ENG-111/

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Objective Type Question

(10)

Suitable Countable / Uncountable Nouns:

1- I would like to have ----- biscuits

Suitable Preposition

2- I will do my work ----- the weekend.

3- Never mind. We'll be home ----- two days, and then we'll be fresh again.

4- The plane took off ----- time

Linking words (Time words)

5- You have to wait ----- the light changes to green

6- ----- the forecast said it would rain, it turned out to be a beautiful day.

7- Kitty wanted to report on war -----danger.

8- What are you going to do ----- you finish the college?

Adjectives

9- It's ----- hotel in Oxford. (expensive)

10- This restaurant is -----than Pizza Hut. (nice)



UNIVERSITY OF THE PUNJAB

First Semester 2015

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Writing Workshop (IT)

TIME ALLOWED: 2 hrs. & 30 mins.

Course Code: ENG-121 /

MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE TYPE

Q.2 Answer the following short questions.

(5x4=20Marks)

- A. Define four channels of communication. (4)
- B. Briefly describe four barriers in effective listening. (4)
- C. Name the elements of non-verbal communication and briefly explain two of them. (4)
- D. Explain good news message, lead news message and neutral message. (4)
- E. Differentiate between completeness and concreteness, with suitable examples. (4)

Q.3 Answer the following questions in detail.

(3x10=30 Marks)

1. Explain in detail the importance and benefits of effective communication. (10)
2. Throw light on the strategies of successful speaking. (10)
3. What are the purposes of giving presentation? Explain in detail. (10)



UNIVERSITY OF THE PUNJAB

Roll No.

First Semester 2015
Examination: B.S. 4 Years Programme

PAPER: Writing Workshop (IT)
Course Code: ENG-121 /

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Objective (10 marks.)

- The medium through which the encoder sends a Message is called
(a) Encoding (b) Transmission (c) Decoding
- The communication in which the subordinates communicate with the authorities is called _____.
(a) Downward communication (b) Diagonal communication
(c) Upward communication
- Writing is a _____ activity.
(a) Active (b) Passive (c) Personal
- There are _____ main channels used in an organization for communication.
(a) Five (b) Four (c) Six
- The _____ approach is used to give a lead news to employees in an organization.
(a) Deductive approach (b) Inductive approach
(c) Conducive approach
- A _____ statement is a pleasant, neutral statement used in an indirect approach.
(a) Complimentary (b) Welcome (c) Buffer
- Which one is the part of 7 'C' _____?
(a) Clarity (b) Comprehension (c) Coherence
- Accuracy is the sole purpose of _____ among 7 C's of communication.
(a) Courtesy (b) Concreteness (c) Correctness
- Noise is a form of _____ barrier in listening.
(a) Psychological (b) Physical (c) Emotional
- Oral communication is a form of _____ communication.
(a) Verbal (b) Action (c) Non-Verbal



UNIVERSITY OF THE PUNJAB

Roll No.

First Semester 2015
Examination: B.S. 4 Years Programme

PAPER: Introduction to Literature-I (History of English Literature-I) TIME ALLOWED: 30 mins.
Course Code: ENG-101 / MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q1 Objective Type Question:

(1 x 10)

Tick the correct option:

- (i) The famous poets of medieval period are
(a) Wordsworth and Keats (b) Dante and Chaucer (c) Hughes and Frost
- (ii) Anglo – Norman period:
(a) 1066 -1204 (b) 1200—1600 (c) 1300-1700 (d) 1400-1800
- (iii) For centuries, -----had been spoken or written by the Clergy in England.
(a) Greek (b) Latin (c) English (d) German
- (iv) The most popular form of literature during the middle English Period was
(a) novels (b) short stories (c) romances (d) minstrels
- (v) Miracle play flourished from the reign of ----- to that of Elizabeth
(a) Philip I (b) Charles IV (c) Edward III (d) Henry II
- (vi) The Victorian Age ended by -----
(a) 1700 (b) 1750 (c) 1900 (d) 1950
- (vii) Thackeray is an outstanding novelist of ----- age.
(a) Elizabethan (b) Puritan (c) Romantic (d) Victorian
- (viii) Macbeth is written by -----
(a) Carlyle (b) Arnold (c) Ruskin (d) Shakespeare
- (ix) The real name of George Eliot was -----
(a) Jonathan Swift (b) Jane Austen (c) Mary Ann Evans (d) Joseph Andrews
- (x) George Meredith was more a ----- than a poet.
(a) novelist (b) dramatist (c) prose-writer (d) essayist



UNIVERSITY OF THE PUNJAB

First Semester 2015

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Introduction to Literature-I (History of English Literature-I) **TIME ALLOWED: 2 hrs. & 30 mins.**
Course Code: ENG-101 / **MAX. MARKS: 50**

Attempt this Paper on Separate Answer Sheet provided.

Q2. Question with Short answers

(4 x 5)

- a) The dominant genres of the Restoration Period are the comedy of manners and the heroic drama of Dryden both of which show a strong French influence. Write a brief note on comedy of manners.

- b) Cavalier poetry is different from traditional poetry in its subject matter. Instead of tackling issues like religion, philosophy, and the arts, cavalier poetry aims to express the joy and simple gratification of celebratory things. They intent to promote the Prince Charles I. What other reasons can you think for this change?

- c) Under Elizabeth's wise guidance prosperity and enthusiasm of the nation had risen to the highest pitch. Discuss the socio-economic conditions of Elizabethan period.

Q3. Question with Brief answers

(15x2)

- a) Romanticism witnessed a steady loosening of the rules of artistic expression that were followed in the Neo-classical Period. The Neoclassical Period of the eighteenth century included very strict expectations regarding the structure and content of poetry, but experimentation with new styles and subjects became much more acceptable in the Romantic Age. Compare the two periods of the History of English Literature.

- b) Discuss the reasons of the decline of Drama and the rise of Novel in eighteenth century.



UNIVERSITY OF THE PUNJAB

First Semester 2015

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Introduction to Linguistics-I
Course Code: ENG-102

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE PAPER

- Q#1: Explain the following terms with the help of examples**
- | | |
|---------------------------|---|
| a. Phoneme | 5 |
| b. Morpheme | 5 |
| c. Allomorph | 5 |
| d. Diachronic Linguistics | 5 |
- Q#2: Identify and explain the Design Features of Language.** 10
- Q#3: Explain in detail the structures of Simple and Complex sentences.** 10
- Q#4: What do you understand by Paradigmatic and Syntagmatic Relations within a language system?** 10



UNIVERSITY OF THE PUNJAB

Roll No.

First Semester 2015
Examination: B.S. 4 Years Programme

PAPER: Introduction to Linguistics-I
Course Code: ENG-102

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE PAPER

Q: FILL IN THE BLANKS.

1. The prominent name on Competence and Performance is _____.
a. Chomsky b. Saussure c. Lyons d. Crystal
2. English language belongs to the _____ family.
a. Celtic b. Hellenic c. Balto-Slavic d. Germanic
3. A syllable consists of basic elements _____.
a. Onset & Rhyme b. Rhyme & Coda c. Onset, Rhyme & Coda d. None
4. The sound formed by using both upper and lower lips is called _____.
a. Dental b. Bilabial c. Labio-dental d. Palatal
5. The description of the systems and patterns of speech sounds in a language is called _____.
a. Morphology b. Phonology c. Syntax d. None
6. Language is _____. Its shifts from generation to generation.
a. Social b. Dynamic c. Phonemic d. Systematic
7. Sounds l & r are described as _____.
a. Fricatives b. Liquids c. Nasals d. Plosives
8. Vowels sounds are produced with a _____ flow of air.
a. Closed b. Free c. Obstructed d. Without
9. Diphthongs consist of combination of _____ sounds.
a. Vowel & Consonant b. Two Consonants c. Two vowels d. Three Vowel
10. When bound morphemes are attached with free morphemes. Free morphemes are called _____.
a. Affixes b. Prefix c. Stem. d. Suffixes e. none of the above



UNIVERSITY OF THE PUNJAB

Roll No.

Second Semester 2015
Examination: B.S. 4 Years Programme

PAPER: Introduction to Literature-II (Poetry and One Act Plays) TIME ALLOWED: 30 mins.
Course Code: ENG-103 / MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q-1 Answer the following (10x1)

- i) The writer of The Rising of the Moon is _____
- ii) A Sonnet consists of _____ lines.
- iii) The Sandbox is the symbol of _____
- iv) The meaning of "lock" in Rape of the Lock is _____
- v) The red colour of the wheel barrow is contrasted with the _____ colour of chickens.
- vi) Why the girl dyes her hair blue?

vii) Who is the Ulysses in Tennyson's poem?

viii) Why the poet has drawn comparison of his beloved to a silken tent?

ix) Who is the writer of When I am Dead My Dearest

x) Does Keats mourn over the arrival of Autumn?



UNIVERSITY OF THE PUNJAB

Second Semester 2015
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Introduction to Literature-II
(Poetry and One Act Plays)
Course Code: ENG-103 / 2

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q-2 Give short answers to the following questions (5x4)

- i) Why Keats writes a poem on his blindness?
- ii) Is grand main TheSandbox on irritating character?. How should the new generation deal with the older generation?
- iii) What is the main idea of La Balle Dame Sans Merci?
- iv) The Poem "For Heidi with Blue Hair" celebrates independence and individuality. Discuss the above statement.
- v) Discuss the main idea of Go and Catch a Falling Star.

Q-3 Answer the following questions briefly (10x3)

- i) The Rising of the Moon is about the love for one's country. Discuss.
- ii) Rape of the Lock is about the follies and foibles of 18th Century aristocratic class. Discuss.
- iii) Discuss in detail "O What That Sound" by Auden.



UNIVERSITY OF THE PUNJAB

Roll No.

Second Semester 2015

Examination: B.S. 4 Years Programme

PAPER: Introduction to Linguistics-II

TIME ALLOWED: 30 mins.

Course Code: ENG-104 /

MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q2. Encircle the correct Option of the following MCQS. (10)

1. Phoneme is _____ form phone.
 - a. Similar
 - b. Larger
 - c. Same
 - d. Different
2. For Chomsky linguistics involves the study of language _____ of the individual.
 - a. Potential
 - b. Type
 - c. Significance
 - d. Essence
3. The study of meaning is called _____.
 - a. Phonetics
 - b. Pragmatics
 - c. Semantics
 - d. Sociolinguistics
4. Study of sentence structure is called _____.
 - a. Stylistics
 - b. Syntax
 - c. Pragmatics
 - d. Semantics
5. Modern linguistic rules are _____ in nature.
 - a. Descriptive
 - b. Prescriptive
 - c. Critical
 - d. Narrative
6. For Saussure langue is a system of _____.
 - a. Signs
 - b. Phonemes
 - c. Words
 - d. Allophones
7. All living languages are in a continuous state of _____.
 - a. Ambiguity
 - b. Index
 - c. Reliability
 - d. Change
8. Chomskyan revolution in linguistics began in late _____.
 - a. 1950s
 - b. 1960s
 - c. 1970s
 - d. 1980s
9. The term universal grammar is associated with _____.
 - a. Bloomfield
 - b. Roman Jakobson
 - c. Chomsky
 - d. Michael Halliday
10. _____ is the combination of signifier and signified.
 - a. Sign
 - b. Symbol
 - c. Value
 - d. Number



UNIVERSITY OF THE PUNJAB

Second Semester 2015

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Introduction to Linguistics-II

Course Code: ENG-104 / 7

TIME ALLOWED: 2 hrs. & 30 mins.

MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q2. Write the short answers of the following questions. All questions carry equal marks. (2×10= 20)

1. What's the difference between DISCOURSE ANALYSIS and TEXT ANALYSIS?
2. Define STYLISTICS.
3. Draw the difference between DIACHRONIC approach and SYNCHRONIC approach of Language.
4. Define DESCRIPTIVE LINGUISTICS.
5. What is meant by STYLISTIC VARIATION?
6. Define COHERNCE and COHESION.
7. Define SIGN with reference to STRUCTURALISM.
8. Define PHONOLOGY.
9. What are the STYLISTIC DEVICES?
10. What is meant by SPEECH ACT?

Q.No.3. Discuss in detail the difference between Spoken and Written Discourse. (10)

Q. No 4. Explain Structurlism in detail. (10)

Q.No 5. Write a brief note language acquisition with reference to Mentalist approach. (6)

Q.No 6. Brifly discuss the importance of Stylistic Varivation. (4)



UNIVERSITY OF THE PUNJAB

Roll No.

Second Semester 2015
Examination: B.S. 4 Years Programme

PAPER: English -II (Academic Reading and Writing)
Course Code: ENG-112 /

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

SECTION - I

Objective Type Questions (10x1)

Read the Conversation and say if the verb refers to present / future.

- 1 What are you reading, Clair? _____
- 2 Oh! It's a guide book to Brazil. I am going there next month. _____
- 3 My sister and I are having a holiday there. _____
- 4 I 'm really looking forward to it. _____

What can you say in these situations? Add a sentence with the past continuous to say that an action lasted a Long time.

- 5 You had to make phone. The calls went on all evening.

- 6 You had to sit in a traffic jam. You were there for two hours

- 7 What is the setting of the novel?

- 8 What is a persuasive text?

- 9 What is the purpose of using a mind map?

- 10 Meaning of Phrasal verb

Bring in : _____



UNIVERSITY OF THE PUNJAB

Second Semester 2015

Examination: B.S. 4 Years Programme

Roll No.

PAPER: English -II (Academic Reading and Writing)
Course Code: ENG-112 /

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SECTION - II

II Short answers

2. Write a summary of the text Emergency Landing in which you explain Amis's changing moods in your own words.

(10)

3. Newspapers and magazines proved the reader with information. They are written to amuse and influence us as well as to inform. Write a headline and introduction (strapline) of a Feature Article.

(10)

SECTION - III

III Long Answers

4. Write a Paragraph of 120 words

(15)

- i) Violence
- ii) Poultry Farming
- iii) A Train Accident

5. Write a paragraph on "People lie more on the phone than by email"

(15)



UNIVERSITY OF THE PUNJAB

Roll No.

Third Semester 2015
Examination: B.S. 4 Years Programme

PAPER: English-III (Advance Communication Skills)
Course Code: ENG-201/

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE

Q-1

Marks: 10

- 1- Covering letter is _____

- 2- How should an interviewee be dressed up: casual/ formal
- 3- Keep your sentences short and simple. Use deliberate pauses to punctuate your speech during presentation: True / False.
- 4- Will you welcome questions from audience: Yes / No
- 5- What will you do to make a good impression at job interview
 - 1) _____
 - 2) _____
 - 3) _____
 - 4) _____
 - 5) _____



UNIVERSITY OF THE PUNJAB

Third Semester 2015

Examination: B.S. 4 Years Programme

Roll No.

PAPER: English-III (Advance Communication Skills) TIME ALLOWED: 2 hrs. & 30 mins.
Course Code: ENG-201/ MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE

II SHORT ANSWERS

Q2. Write down your complete curriculum vitae with covering letter for a job of a School Teacher. (10)

Q3. Write down an application for leave as you are going to Saudi Arabia to perform Haj. (10)

III BRIEF ANSWERS

Q4. Write a brief report on the recent terrorist activity took place in Pakistan. (10)

Q5. What are the major characteristics of oral-presentation ~~is~~? (10)

Q6. Write a letter to the editor discussing the problem of broken roads in your area. (10)



Attempt this Paper on this Question Sheet only.

OBJECTIVE

Tick the suitable choice from the options given below.

Marks:10

1. Ernest Hemingway is a novelist

- a. English
- b. American
- c. Chinese
- d. German

2. Jonathan Swift belonged to

- a. 16th century
- b. 17th century
- c. 18th century
- d. 19th century

3. *A Farewell To Arms* is a novel about

- a. Love
- b. War
- c. Both Love and War
- d. Domestic Affairs

4. *Youth and Age* by Francis Bacon is

- a. An essay
- b. A novel
- c. A drama
- d. A poem

5. The story "Araby" is written by

- a. James Joyce
- b. Bacon
- c. Russell
- d. Hardy

(P.T.O.)

6. Thomas Hardy was a

- a. A pessimist
- b. An optimist
- c. A misanthropist
- d. A Philanthropic

7. In the short story "*The Rose and The Nightingale*", Nightingale stands for

- a. Love
- b. Sacrifice
- c. both love and sacrifice.
- d. None of these.

8. Rudyard Kipling is the writer of the story.

- a. Araby
- b. The Fox
- c. The string
- d. The man who would be king

9. Nadine Gordimer was born in

- a. South Africa
- b. Paris
- c. England
- d. Norway

10. Which one of the following was a satirist

- a. Bacon
- b. Hardy
- c. Oscar Wilde
- d. Swift



UNIVERSITY OF THE PUNJAB

Third Semester 2015

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Introduction to Literature-III (Fiction and Non-Fiction)

TIME ALLOWED: 2 hrs. & 30 mins.

Course Code: ENG-202/.....

MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE

Part A: Note. Answer the following questions. (5x4)

Q.1. Discuss the main ideas in Youth and Age by Francis Bacon.

Q.2. What are the Eastern Ideals of Happiness.

Q.3. Discuss the main theme of "The Nightingale and Rose" by Oscar Wilde.

Q.4. Discuss the use of irony in "Once Upon a Time" by Gordimer.

Part B: (10x3)

Q. 1. Discuss *The Mayor of Casterbridge* from a tragic perspective.

Q.2. Justify the title *The Fox* by D.H. Lawrence with reference to its text.

Q.3. Discuss disillusionment experienced by the protagonist in *Araby* by James Joyce.



UNIVERSITY OF THE PUNJAB

Third Semester 2015

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Introduction to Linguistics-III
(Phonetics and English Phonology)

TIME ALLOWED: 2 hrs. & 30 mins.

Course Code: ENG-203/

MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE

Part I Short Questions

Q.1 Give short answers to the following:

4x5 (20)

- (i) What are **Centring Diphthongs**?
- (iii) What are **Triphthongs**? Explain.
- (iv) Differentiate between **PHONETICS** and **PHONOLOGY**.
- (v) Draw a diagram of **CARDINAL VOWELS** with the symbols.

Part II Subjective Questions

(30)

Q.3. Write a detailed note on the MANNERS OF ARTICULATION OF ENGLISH CONSONANTS.

(15)

Q.5. a) Why is STRESS very important for speaking correct English language? Give your understanding of the concept of stress. (10)

b) Transcribe the following words: (5)

run	men
pleasure	toe
nose	morning
paper	then
shed	beg



UNIVERSITY OF THE PUNJAB

Roll No.

Third Semester 2015
Examination: B.S. 4 Years Programme

PAPER: Introduction to Linguistics-III
(Phonetics and English Phonology)

TIME ALLOWED: 30 mins.

Course Code: ENG-203/

MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE

Note: Use this paper to write the answers to the objective questions. No mark will be awarded for cutting, over-writing or using a pencil. This paper shall be taken back after '30' minutes.

Q.1 (a) Each question has four possible answers. Tick (✓) mark the correct answer: (10)

1) The word with more than one syllable is called:

- a) monosyllable
- b) disyllable
- c) trisyllable
- d) polysyllable

2) The word **intoxication** has the following syllables:

- A. 4
- B. 5
- C. 6
- D. 3

3). How many sounds does the word "notch " have?

- A. 4
- B. 5
- C. 3
- D. 2

4). Which of following sound can be a vowel sound in some languages such as Chinese?

- A. /b/
- B. /k/
- C. /r/
- D. /w/

(P.T.O.)

5) Which of the following words has primary stress on the second last syllable?

- a) Communication
- b) follow
- c) attract
- d) entertain

6) Which of the following pair has the same long vowel sound?

- a) read: red
- b) seat: neat
- c) sit: knife
- d) bow: low

7) Which of the following words ends with a voiced bilabial nasal sound?

- a) sing
- b) sin
- c) name
- d) bit

8) Which of the following words is correctly transcribed?

- a) put /pʊt/
- b) name /nəɪm/
- c) pain /peɪn/
- d) like /laɪk/

9) Received Pronunciation has the following number of sounds:

- a) 46
- b) 40
- c) 44
- d) 38

10) Which of the following is not a place of articulation?

- a) bilabial
- b) alveolar
- c) velum
- d) fricative



UNIVERSITY OF THE PUNJAB

Third Semester 2015
Examination: B.S. 4 Years Programme

Roll No.

PAPER: English-III (Communication Skills)
Course Code: ENG-211/.....

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE TYPE

Q # 2: What strategies will you employ in delivering a good oral presentation? (5)

Q # 3: Common sense would suggest that a motorcyclist is not better off than a car owner. But this motor cyclist has been buying petrol- an expensive fuel, while the car owner has had the luxury to switch to a cheaper fuel- compressed natural gas- normally known as CNG.

As interesting as this debate is, it has badly failed to stir up a change to what has taken place. And more importantly it has quashed the very belief of CNG being a poor man's fuel. CNG by all means is a blanket subsidy on a fuel that is scarce not only during the winters now, but all the year round.

Experts have long argued that the use of CNG in the transport sector should be regulated, especially when the country's gas reserves are depleting fast. Setting priorities under gas shortage have taken a backstage every now and then with more political motives than economic rationale behind it.

Depriving the CNG stations of gas has not solved the problem so far. Cars still pile outside the CNG filling stations hours before the advertised time. What is required is a change in how policy makers take up the challenge. It should be about a complete phase-out programme that eventually shrinks the usage of the scarce resource against excessive sales during defined time period.

1. Why is CNG not quite the poor man's fuel? (5)
2. Why do cars pile out the CNG filling stations hours before the advertised time? (5)
3. What ways would you suggest to solve the problem of CNG? (5)

Long Questions. (15x2=30)

Q # 4: Child Labour is a serious problem which demands urgent solutions. Write 3 connected paragraphs on the problem of child labour in Pakistan.

Q # 5: Write a letter to the General Manager PTCL to take serious notice of poor performance and unacceptable behavior of the officers at Customer Care Centre, Garden Town, Lahore.



UNIVERSITY OF THE PUNJAB

Roll No.

Third Semester 2015
Examination: B.S. 4 Years Programme

PAPER: English-III (Communication Skills)
Course Code: ENG-211/

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE TYPE

Q1. Tick the most relevant meaning:

(10)

i. Euphony

- a) Shrewdness b) vitality c) eulogy d) pleasantness of sound

ii. Fervor

- a) accent b) foresight c) fiction d) zeal

iii. Confer

- a) confide b) bestow c) slide d) reflect

iv. Fortissimo

- a) fervid b) effort c) very loud d) slight difference

v. Generous

- a) giving freely b) miser c) plain d) close-fisted

vi. Fortunate

- a) awkward b) auspicious c) unlucky d) strange

vii. Profuse

- a) instant b) scheduled c) desire d) lavish

viii. Inactive

- a) stylish b) passive c) interim d) luxurious

ix. Illumine

- a) lucid b) locale c) to light up d) to sprinkle

x. Diminish

- a) to lessen b) to startle c) to illuminate d) to illustrate



UNIVERSITY OF THE PUNJAB

Roll No.

Third Semester 2015
Examination: B.S. 4 Years Programme

PAPER: English-III (Business Communication-I)
Course Code: ENG-221/

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE

Q1: (a) Encircle the correct option from the given choices: (10)

- I. Communication from the top management to the workers is----- communication.
(a) Upward (b) downward (c) horizontal (d) external
- II. ----- forms the basis of communication.
(a) advice (b) information (c) suggestion (d) counselling
- III. Transmittals are a kind of ----- messages.
(a) news (b) bad news (c) neutral (d) persuasive
- IV. The purpose of oral presentation is to inform, persuade and -----
(a) impress (b) entertain (c) demand (d) search
- V. Oral presentation without preparation is called-----
(a) memorization (b) extemporaneous (c) reading (d) impromptu
- VI. ----- is a broad field that includes country, culture, organization, and external and internal stimuli.
(a) medium (b) context (c) channel (d) decoder
- VII. ----- means preparing every message with the message receivers in mind; try to put yourself in their place.
(a) courtesy (b) consideration (c) clarity (d) completeness
- VIII. Telegrams, mailgrams, and telexes are older forms of ----- communication.
(a) electronic (b) oral (c) written (d) non-verbal
- IX. ----- replies allow you to begin in a positive manner.
(a) negative (b) favorable (c) face to face (d) neutral
- X. ----- can be an oral or a written message, an action, or simply silence.
(a) context (b) feedback (c) medium (d) meaning



UNIVERSITY OF THE PUNJAB

Third Semester 2015
Examination: B.S. 4 Years Programme

Roll No.

PAPER: English-III (Business Communication-I)
Course Code: ENG-221/

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE

Q2: Give short answers of the given questions:

(5*4=20)

- I. Define communication. Write down the components of communication.
- II. Define a bad news message.
- III. Write down about Persuasive speaking.
- IV. Define Dyadic communication.

Q3: Define interviewing. Write down the responsibilities of Interviewer and Interviewee.

(10)

Q4: Write down the faults in Listening. Give strategies for improving listening skill.

(10)

Q5: Write down the Standard (essential) parts of the letter.

(10)



UNIVERSITY OF THE PUNJAB

Third Semester 2015
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Communication Skills (IT)
Course Code: ENG-231/

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE

PART-II

(Short Questions)

Q No.2 Give short answers of any **FOUR** of the following. (20)

- Q1- Discuss the role of audio-visual aid in oral presentation. (05)
- Q2- Differentiate between verbal and non verbal communication with examples. (05)
- Q3- Briefly discuss standard parts of a business letter? (05)
- Q4- Briefly discuss various parts of a resume (CV)? (05)
- Q5- Briefly discuss few tips of effective business writing skills? (05)

PART-III

(Subjective Type)

Q3- Answer the following questions in detail. (10+10+10=30)

- 1) Define business communication. Explain its importance within an organization.
- 2) Describe various presentation skills and strategies with necessary details. How we can improve oral presentation skills?
- 3) Explain 7 C's of effective communication. What is their importance in Business Communication.



UNIVERSITY OF THE PUNJAB

Roll No.

Third Semester 2015
Examination: B.S. 4 Years Programme

PAPER: Communication Skills (IT)
Course Code: ENG-231/

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE

Note:- Please attempt all questions from all THREE PARTS. You are required to solve the questions of PART-I on the separate sheet provided to you which shall be taken back after '30' minutes. Encircle your desired answer of objective type questions with great care. Cutting and overwriting in objective type questions must be avoided.

PART-I (Objective Type)

Q No.1 (A) Please encircle the correct answer. (Each question carries ONE mark)

- Q1- Communication is about the exchange of
- Economy
 - Masses
 - Channels
 - Ideas
- Q2- _____ is an important document which indicates state of market.
- Business Report
 - Market Report
 - News Report
 - Weather Report
- Q3- Reading is _____ process.
- Active
 - Slow
 - Dull
 - Passive
- Q4- Skimming increases speed of _____.
- Writing
 - Reading
 - Speaking
 - Listening
- Q5- Complimentary close is a kind of _____.
- Welcome note
 - Attention note
 - Good-by note
 - Subject Note

(P.T.O.)

Q6- If receiver of a message gives positive feedback to its source, its called _____ .

- a. Mass Communication
- b. Business Communication
- c. Effective Communication
- d. All of above

Q7- Which one is the part of 7 C's _____ .

- a. Clarity
- b. Comprehensiveness
- c. Completeness
- d. All of above

Q8- Verbal Communication includes _____ .

- a. Written words
- b. Spoken words
- c. Both 'a' and 'b'
- d. Only 'a'

Q9- Use of indicators while driving is an example of _____ communication.

- a. Verbal Communication
- b. Vocal Communication
- c. Non-Verbal Communication
- d. None of above

Q10- Sharing of information between people within an organization that is performed for the commercial benefit of the organization is called _____

- a. Organizational Communication
- b. Marketing Communication
- c. Business Communication
- d. None of above



UNIVERSITY OF THE PUNJAB

Fourth Semester 2015

Examination: B.S. 4 Years Programme

Roll No.

PAPER: English-IV (Advance Academic Reading and Writing) TIME ALLOWED: 2 hrs. & 30 mins.

Course Code: ENG-204 / MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q.2. Write short answers to the following questions: (20 marks)

- i. What is the difference between skimming and scanning, while reading?
- ii. How can reading comprehension exercises improve reading?
- iii. Differentiate narrative writing from expository writing.
- iv. Why is editing an important step in academic writing?
- v. What is a topic sentence in paragraph writing?

Q. 3. Write brief answers to the following: (30 marks)

- i. Describe the main structural features of report writing.
- ii. Highlight the different forms of essay writing.
- iii. Write a descriptive paragraph on --The Monsoon Season



UNIVERSITY OF THE PUNJAB

Roll No.

Fourth Semester 2015
Examination: B.S. 4 Years Programme

PAPER: English-IV (Advance Academic Reading and Writing) TIME ALLOWED: 30 mins.
Course Code: ENG-204 / MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q.1 Choose one appropriate option only. (MCQs)

- i. Reading aloud means:
 - i) looking at the page
 - ii) recognizing alphabets
 - iii) changing written symbols into sound symbols
 - iv) understanding a text
- ii. Reading is called academic when we:
 - i) read for pleasure
 - ii) read critically
 - iii) compare & contrast
 - iv) read as part of a course
- iii. Sensitizing is:
 - i) feeling
 - ii) understanding
 - iii) post reading
 - iv) guessing before reading
- iv. Post-writing focuses on:
 - i) building outline
 - ii) mind maps
 - iii) clustering
 - iv) editing
- v. An individual gathers sensory information and assigns meaning through:
 - i) goals
 - ii) perceptions
 - iii) personality
 - iv) self-monitoring
- vi. Brain storming is:
 - i) thinking
 - ii) jotting down ideas
 - iii) arranging information
 - iv) outlining

P.T.O.

vii. Clustering is:

- i) feeling
- ii) understanding
- iii) gathering vocabulary
- iv) collecting ideas

viii. Scanning means:

- i) copying
- ii) looking for particular information
- iii) reading
- iv) imaging

ix. Sq3r means:

- i) sequence reading
- ii) survey-question-reading-revision-review
- iii) sensitizing-query-review-rate
- iv) speed reading

x. Critical reading involves:

- i) sequence reading
- ii) review
- iii) comparison and contrast
- iv) analysis



UNIVERSITY OF THE PUNJAB

Fourth Semester 2015

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Introduction to Literature-IV (Prose)

TIME ALLOWED: 2 hrs. & 30 mins.

Course Code: ENG-205 /

MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Short Answers(10x2)

- Q-2 What is the philosophy of Existentialism?
- Q-3 Differentiate between Modernism and Post-modernism.

Brief Answers(10x3)

- Q-4 "Naturalism appeared as an advanced form of Realism" Discuss.
- Q-5 What are the main characteristics of Naturalism?
- Q-6 "Surrealism and Absurdism are similar". Do you agree?



UNIVERSITY OF THE PUNJAB

Roll No.

Fourth Semester 2015
Examination: B.S. 4 Years Programme

PAPER: Introduction to Literature-IV (Prose)
Course Code: ENG-205

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Objective Type

- 1 Marx presented the philosophy of surrealism. TRUE/FALSE (10X1)
- 2 _____ presented the concept of symbolism
- 3 Structuralism is defined as

- 4 Concepts of textuality, rhetoricity and intertextuality from the basis of
_____.
- 5 _____ disfavored oppressive and patriarchal structures of the society.
- 6 Realism in arts is an attempt to present things _____.
- 7 Symbolism started as a literary movement in _____ century
- 8 Romanticism harbors imagination, _____ and _____
- 9 The Wasteland is written by _____
- 10 Existentialism stresses on



UNIVERSITY OF THE PUNJAB

Fourth Semester 2015

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Introduction to Linguistic-IV

(The Structure of English)

Course Code: ENG-206 / /

TIME ALLOWED: 2 hrs. & 30 mins.

MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

NOTE: Attempt ALL questions.

- II. Distinguish between ROOT and BASE MORPHEME. (5)
- III. Explain the concept of WORD ORDER TRANSFORMATION. (5)
- IV. How may AGREEMENT be achieved in the syntactic structure? (5)
- V. Write a note on the ADVERBIAL CLAUSE explaining the role of prepositions in it. (5)
- VI. Distinguish between INFLECTIONAL and DERIVATIONAL MORPHOLOGY. (10)
- VII. Define and explain WH-MOVEMENT. also comment on BASE and SURFACE structures. (10)
- VIII. Identify and explain the grammarian's concerns in morpho-syntactic analysis. (10)



UNIVERSITY OF THE PUNJAB

Roll No.

Fourth Semester 2015
Examination: B.S. 4 Years Programme

PAPER: Introduction to Linguistic-IV
(The Structure of English)
Course Code: ENG-206 /

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

NOTE: give examples wherever possible

- I. ENCIRCLE ONE OF THE GIVEN CHOICES FOR EACH OF THE BELOW. (1 X 10)
1. *Asleep* is an/a
 - a. Adjective
 - b. Adverb
 - c. Preposition
2. The minimum unit of meaning is
 - a. Phoneme
 - b. Morpheme
 - c. Lexeme
3. *Stop!* is a
 - a. Minor sentence
 - b. Noun
 - c. Conjunction
4. *Unhappiness* comprises of
 - a. Two
 - b. Three
 - c. FourMorphemes.
5. The scientific study of word formation is called
 - a. Phrase structure grammar
 - b. Lexicography
 - c. Morphology
6. In phrase structure analysis of the sentence the sentence divides first of all into
 - a. NP & VP
 - b. NP & PP
 - c. NP & Auxiliary verb
7. Which of the following reflect *subject-verb* agreement
 - a. Asim and Atif have gone
 - b. Asim have gone
 - c. He do the work
8. [-s], [-z] and [-iz] are
 - a. Derivational morphemes
 - b. Allomorphs
 - c. Variants of a single verb
9. Which of the following can be inflected for plurality and possession
 - a. And
 - b. Boy
 - c. Than
10. Transformational Grammar was originated by
 - a. Noam Chomsky
 - b. David Crystal
 - c. Geoffery Leech



UNIVERSITY OF THE PUNJAB

Fourth Semester 2015

Examination: B.S. 4 Years Programme

Roll No.

PAPER: English-IV (English for Practical Aims)

TIME ALLOWED: 2 hrs. & 30 mins.

Course Code: ENG-212 /

MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Part-II

Q-2 The following advertisement approved in the newspaper. Apply for the job.

(20)

Wanted

Age:	23 years
Qualification:	M.B.A
Post:	Sales Manager
Firm:	Oxymoron Sweets
Quaid-i-Azam Industrial Site	
Lahore.	

Part-III

Q-3 Write an essay on any one of the following :

(10)

- Zarb-i-Azab
- Unemployment in Pakistan
- Fashion Industry

Q-4 Write a follow-up message after the job interview.

(10)

Q-5 What are the essentials you will keep in mind to appear for a successful job interview ?

(10)



UNIVERSITY OF THE PUNJAB

Roll No.

Fourth Semester 2015
Examination: B.S. 4 Years Programme

PAPER: English-IV (English for Practical Aims)
Course Code: ENG-212 /

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Part – I

Q-1 Write meanings of the following words:

(10)

- 1- Encyclopedia
- 2- Appendix
- 3- Tripod
- 4- Acquire
- 5- Export
- 6- Provocative
- 7- Revolution
- 8- Vivacity
- 9- Convene
- 10- Protract



UNIVERSITY OF THE PUNJAB

Fourth Semester 2015
Examination: B.S. 4 Years Programme

Roll No.

PAPER: English-IV (Business Communication-II)
Course Code: ENG-222 /

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Part I Short Questions

Q.1 Give short answers to the following: (4x5=20)

- I. Differentiate between culture and ethnocentrism.
- II. Explain the cultural variable of religion with reference to its effect on business communication.
- III. What is synopsis or executive summary? Briefly explain.
- IV. What are informal ways of communicating ethics?
- V. Define proposal and briefly explain its types.

Part II Subjective Questions (15x3=30)

Q2. Attempt any TWO questions. All Question carry equal marks.

1. You have recently completed your BBA in marketing from a very renowned school of business studies. During your studies you have also worked part time for a leading marketing consultant. Write a resume highlighting these two aspects along with other details. Also write a covering letter for it. (15)
2. Define a business report and write in detail the qualities of a good business report. (15)

UNIVERSITY OF THE PUNJAB

Roll No.



Fourth Semester 2015
Examination: B.S. 4 Years Programme

PAPER: English-IV (Business Communication-II)
Course Code: ENG-222 / 2000000000

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Note: Use this paper to write the answers to the objective questions. No mark will be awarded for cutting, over-writing or using a pencil. This paper shall be taken back after '30' minutes.

Q.1 (a) Each question has four possible answers. Tick (✓) mark the correct answer: (10)

1. Cultural values which remain same in different countries are called-----similarities.
a) Major overlap b) overlap c) little cultural overlap d) core
- 2.-----is a large group of computer networks connecting individual and groups.
a) internet b) email c) fax d) face book
3. Cultures have both verbal and non verbal -----characteristics
a) communication b) healthy c) decent d) cool
4. Making ethical decisions is relative easy when all the facts of a situation are-----.
a) unknown b) contradictory c) challenging d) Known
5. According to anthropologists one should observe children to learn -----of elders in a foreign culture.
a) Culture b) diversity c) ethnicity d) behavioral habits
6. Organizations express ethical values through-----
a) messages b) employee manual c) ethical codes d) press releases

P.T.O.

7. Prodigious means -----.

- a) large b) small c) fat d) tall

8. Unlike with verbal language, the meanings of nonverbal signals are ----- across cultures.

- a) symbolic b) personal c) consistent d) inconsistent

9. The study of divine things and divine faith is known as -----.

- a) atheism b) utilitarianism c) theology d) mythology

10. Some companies became attracted to computer technology to handle data processing in-----.

- a) 1950s b) 1960s c) 1970s d) 1980s



UNIVERSITY OF THE PUNJAB

Fourth Semester 2015
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Writing Workshop (MAS)
Course Code: ENG-223/

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

NOTE: Please attempt all questions. All questions can be attempted in either English OR Urdu language. ATTEMPT THIS PAPER ON SEPERATE ANSWER SHEET PROVIDED.

PART-II

(Short Questions)

Q No.2 Give short answers of any FOUR of the following. (Each question carries 5 marks)

- Q1- Point out few skills required to be in a person to conduct a TV interview?
- Q2- Who is your favorite column writer and why do you like him?
- Q3- Differentiate between Feature and Column.
- Q4- What is the difference between the script of a TV Drama and TV Talk Show.
- Q5- Differentiate between structured and unstructured interviews.

PART-III

(Subjective Type)

Q3- Write an application to the district police officer of your city informing him about the increasing street crime in your locality? (10)

Q4- Write an essay on the topic of "abuses of internet". (10)

Q 5- Please make a pre-event news release for news media regarding the "Dengue Awareness Seminar" to be held in next week at your College/University.

(10)



UNIVERSITY OF THE PUNJAB

Roll No.

Fourth Semester 2015

Examination: B.S. 4 Years Programme

PAPER: Writing Workshop (MAS)

TIME ALLOWED: 30 mins.

Course Code: ENG-223/

MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

PART-I

(Objective Type)

Q No.1 (A) Please encircle the correct answer. (Each question carries TWO marks)

Q1- What is an 'editorial'

- a) Piece of interview
- b) Point of view of the general public
- c) Point of the view of the newspaper
- d) Point of view of the government

Q2- A post-event press release is written

- a) When the event is actually occurring (Live)
- b) After the event
- c) Before the event
- d) None of above

Q3- Sohail Warraich (Jang group) is a

- a) Newspaper Columnist
- b) TV analyst
- c) TV Interviewer
- d) All of them

Q4- Biography (life achievements) of a person can be better learned from his/her

- a) Interview
- b) Curriculum Vitae (CV).
- c) From his school records
- d) None of above

Q5- Opening editorial is also called

- a) Leader
- b) Editorial Note
- c) Both of above
- d) None of above



UNIVERSITY OF THE PUNJAB

Fourth Semester 2015

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Technical & Business Writing (IT)

TIME ALLOWED: 2 hrs. & 30 mins.

Course Code: ENG-232 /

MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Section - A

Q #2 Give short answers of five of these questions.

(4x5=20)

1. What is the ethical dilemma in communication?
2. Differentiate between a résumé and an application letter.
3. What is buffer statement?
4. Differentiate between Full Block and Modified Block.
5. How significant is the occasion for speaking in relation to the audience?
6. Differentiate between Informative and Persuasive Speaking
7. Define apologies in a negative letter.

Section - B

Q # 3 Attempt two questions from the following .

(2x15= 30)

1. Write a letter accepting a job offered by your favorite company and let them know you accept *almost* all the terms and conditions of the position. Make sure you let them know what is unacceptable in their terms and conditions and politely suggest what would be an acceptable alternative. Follow the Modified Letter Format.
2. Write a detailed note on Cross-cultural communication.
3. Write a short progress report in the form of a memo to your boss, updating him about the development of your newest software. Words limit 200 - 250 words.



UNIVERSITY OF THE PUNJAB

Roll No.

Fourth Semester 2015

Examination: B.S. 4 Years Programme

PAPER: Technical & Business Writing (IT)

TIME ALLOWED: 30 mins.

Course Code: ENG-232 / B.S. 4 Years

MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q#1 Choose the best answer from the following options.

Marks: (10)

- I. Which one of these factors should be kept in mind while mailing an internal business call?
a. Time b. Gender c. Age
- II. Which is not a part of a positive message?
a. Apologies b. Goodwill ending c. Good news
- III. Non verbal communication includes _____
a. Words b. Symbols c. Meetings
- IV. If you are writing a memo to your colleagues the information would be _____
a. Upwards b. downward c. horizontal
- V. A sales letter is _____
a. Persuasive b. Positive c. Both
- VI. A letter is sent _____
a. Within an organization b. outside an organization c. both
- VII. Communication includes _____ components
a. Six b. Five c. Four
- VIII. Chronemics stands for _____ in Individual cultural variable
a. Space b. Time c. Food
- IX. Knowing the language of yours _____ Country is most significant contributors to improve communication on personal and business level
a. Native b. Host. c. Neighbor
- X. Non routine persuasive request-like the bad news letter-most often use the _____
a. Deductive approach b. Direct approach c. Indirect approach