

1. Write an essay on *any one* of the following topics : 50

a) Advancement in scientific technology has improved the quality of life for humans. Do you agree ?

b) Should plastic be banned ?

c) Virtual classes cannot replace the traditional class system. Share your views giving valid reasons.

d) The best book I have ever read.

2. Write a precis of the following passage in about one-third of its length, and provide a suitable title : 20+5=25

Advertising is a creative art. Some of the advertisements are so beautifully and suggestively done that watching them again and again is a source of repeated joy and pleasure. The advertisers are great psychologists. They approach each category of buyers in a different way. Women are very sensitive to their physical attractiveness. They willingly part with their last penny if some age - defying cream or beauty aid could be made available to them. So the advertisers exploit this weakness of women and glean rich profits by selling even ordinary cosmetics artistically advertised by lovely models. Similarly, young men are keen to have their masculinity projected and welcome a touch of ruggedness. They are easily attracted to exciting and ostentatious advertisements of jeans, motor bikes, after shave lotions and the like. Young girls too, are very impressionistic, and like to copy the latest fashions in garments and undergarments advertised on the tele-

vision. Moreover, the advertisers keep the income charts of various sections of society in view when they decide to advertise their goods. In the advertisements meant for middle class people, items like high-priced televisions, hi-fi stereos, micro-wave ovens and even computers are conspicuously absent. Similarly, in the magazines dealing with computers, which are meant for very rich people, there are no advertisements of the usefulness of instalment plans. Fascinating advertisements try to reach the hearts and souls of the consumers and oblige them to make buying decisions. They offer the consumer a wide variety of choice. In such a situation the consumer becomes the king, and he can have better value for his money. Advertisements are essential for the growth of economy, industry and business, because their growth depends on marketing and sales. (Approx 285 words).

3. A) Illustrate the difference in meaning between *any five* of the following pairs of words by composing sentence of your own for each word. (2x5)=10

- a) affect / effect
- b) ascent / assent
- c) canvas / canvass
- d) ceiling / sealing
- e) lightening / lightning
- f) elicit / illicit
- g) persecute / prosecute

B. Rewrite the following sentences according to the instructions given in brackets, making other necessary changes, without changing the meaning of each sentence : (Attempt *any five*) 5

- i) It is probable he will never come back. (Begin : In.....)
- ii) He said to me, "Where do you live?" (Begin : He asked me)

iii) He leads a most unhappy life. (End : leads)

iv) He is the best student in the class. (Use 'better' instead of 'best')

v) If our football players were fit they would have won the match.
(Begin : Had....)

vi) It was a relief when morning came. (Use the verb form of 'relief')

vii) He treats his servants very cruelly. (Begin : His servants.....)

C. Use **any five** of the following idioms and phrases in sentences of your own to show their meaning : 5

- i) turn over a new leaf
- ii) tooth and nail
- iii) hit the nail on the head
- iv) smell a rat
- v) like a fish out of water
- vi) bury the hatchet
- vii) hand and glove

D. Give a one - word substitute for **any five** of the following : 5

- i) A remedy for all diseases
- ii) A person who loves mankind
- iii) One who is eighty years old
- iv) The art of beautiful handwriting
- v) One who works only for money
- vi) Animals that live both on land and water
- vii) The study of insects
