



Roll No.
Signature of Invigilator

Paper Code
CE 04/BS-CE 04/
BV-405/BD-405

University of Patanjali

Examination May – 2018

B.A./B.Sc. Yoga Science/B.A. Vyakaran/B.A. Darshan, (Semester : Fourth)

English

Communicative English-4

Time: 3 Hours

Max. Marks: 70

Note: This paper is of seventy (70) marks divided into three (03) sections A, B, and C. Attempt the questions contained in these sections according to the detailed instructions given therein.

Section - A

(Long Answer Type Questions)

Note: Section 'A' contains five (05) long-answer-type questions of fifteen (15) marks each. Attempt any **three** questions. **(3×15=45)**

1. What is the traditional method of Environment conservation in India? Discuss.
2. What is the theme of the story KAFAN by Munshi Premchand?
3. What is the advantage of Advertisement? Elaborate?
4. Discuss the types of Business letters.
5. What do you learn in the light of Asia? Illustrate.

Section - B

(Short Answer Type Questions)

Note: Section 'B' contains Six (06) short-answer-type questions of five (05) marks each. Attempt any **four** (04) questions. **(4×5=20)**

1. Write a letter placing order for NCERT books.
2. You are Sameer, you have passed B.Sc., Write a letter to an Institute inquiring about courses it offers.
3. You placed an order for stationery items, now you don't want the same due to some unavoidable reasons. Write a letter to the party to cancel the same.
4. What is classified advertisement? Explain with example.
5. How to draft a commercial advertisement? Explain with example.
6. Write 10 idiom/phases of your choice, write their meaning and use in sentence.

Section - C

(Objective Type Questions)

Note: Section 'C' contains ten (10) objective-type questions of half (0.5) mark each. **All** the questions of this section are compulsory. **(10×0.5=05)**

1. What is the meaning of 'make up'
(A) To prepare
(B) To over come deficiency
(C) To create
(D) To be ready
2. Business letters are letters.
(A) Formal
(B) Informal
(C) Half formal
(D) Intimate
3. Advertisement are the medium of
(A) Selling the product
(B) Telling the product
(C) Popularising the product
(D) All of them

4. Indian people are not aware of Environmental conservation
- (A) True (B) False
(C) Partially true (D) Not sure
5. Around whose face the flies were buzzing
- (A) Channa (B) Mahamaya
(C) Madhav (D) Budhia
6. The insensible characters are
- (A) Budhia and Madhav (B) Gheesu and Madhav
(C) Madhav (D) The writer himself
7. Enquiry letters are of
- (A) Two types (B) Three types
(C) Four types (D) Five types
8. A complaint letter is a correspondence sent by customer to a business company to identify a problem with a
- (A) License (B) Authority
(C) Product (D) Distribution
9. The objective of a reply letter is to the reputation of an organization.
- (A) Safeguard (B) Trust
(C) Establish (D) Increase
10. Maiden speech means
- (A) Girlish speech (B) First speech
(C) Maid's speech (D) Speech by maid

