



UNIVERSITY OF NORTH BENGAL

B.A./B.Com. Programme 1st Semester Examination, 2019

LCC1-ENGLISH

ALTERNATIVE ENGLISH

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

Candidates should answer in their own words and adhere to the word limit as practicable.

GROUP-A

1. Read the following paragraph carefully and answer the questions:

2×7 = 14

The world is getting industrialised at a very fast pace. Added to this is the poisonous fuel discharge coming out of exhaust pipes of countless petrol-driven cars. As a result, the amount of carbon-dioxide content of the atmosphere around us is dangerously going up, reducing the proportion of oxygen—the life giving gas that we inhale for purifying our blood and maintaining the functions of the body. We know that carbon-dioxide released by us with our breath is required by plants for preparing their food (chlorophyll) with the help of sunlight. But due to the mass scale felling of trees and destructions of forests, the proportion of free oxygen is lessening. Now, we know that plants are useful in several ways for the survival of man. The green leaves of shady trees regulate rainfall, their roots keep soil together and prevent erosion. And so, big plants should be preserved for the vital need of maintaining ecological balance.

- (a) Give one reason for the increase in carbon-dioxide content in the atmosphere.
- (b) Why is oxygen important for us?
- (c) How do plants prepare their food?
- (d) Why is oxygen lessening in the atmosphere?
- (e) How do trees effect rainfall?
- (f) How do trees prevent soil erosion?
- (g) Why should big plants be preserved?

GROUP-B

2. Attempt a summary of the following paragraph and also add a title:

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A knowledge of psychology is essential in order to draw up a good advertisement, one which will attract people and persuade them to buy something. Advertisements help people to make up their minds. An understanding of human nature and the way people's minds work is very necessary while writing something that will make a person decide to part with her or his money. Some unskillful writers instead of attracting people to buy goods, make them feel

annoyed. For example, it is said to be wrong from the psychological point of view to declare "Our toothpaste is the best". The audience might react with "No, it isn't. What I have been using for the last ten years is much better". A wiser way is to suggest that the toothpaste you manufacture has the qualities which make it worth a trial. Again, a real photograph is more attractive than a drawing of imaginary scenes or persons. On the moral side, too, one has to be careful. Most advertising agencies refuse to have anything to do with the sale of goods which may be harmful or which are not what they are declared to be. Advertisements must not deceive.

GROUP-C

3. Write an essay on any *one* of the following topics: 10×1= 10
- (a) Literature and Environment
 - (b) Use of Social Media
 - (c) Future of Democracy in India.

GROUP-D

4. Answer any *one* of the following: 10×1 = 10
- (a) Write a letter to the editor of a newspaper on the problem of unemployment among the educated.
 - (b) Write a letter to your friend about your last day at school.
 - (c) Write a letter to your friend about your visit to a place of historical importance.