

Roll No.

--	--	--	--	--	--	--	--	--	--

Total No. of Pages : 02

Total No. of Questions : 05

B.Pharma (2011 to 2016) (Sem.-1)**COMMUNICATIVE ENGLISH****Subject Code : BTHU-101****M.Code : 46210****Time : 3 Hrs.****Max. Marks : 80****INSTRUCTIONS TO CANDIDATES :**

1. Attempt all questions.
2. All questions carry EQUAL marks.

1) Read the following passage and answer the questions given at the end :

In the past, commercial economic activities were based on the traditional manufacturing of goods by means of two production factors: capital and labour. Industrialization and globalization have substantially increased competition. Companies are now forced to produce better products at lower costs. This has given rise to the knowledge economy, in which precise instruments and smart manufacturing equipment have enormously expanded the possibilities available to companies. Formal knowledge has become, in addition to capital and labour, the third production factor. Higher priority is given to training personnel. In the past decade, integrated knowledge and high value craftsmanship have made strong growth in productivity possible. We are now witnessing a new development, which is possibly the most essential one for the future of a better world. The truly great changes are now occurring in the innovation economy. Creativity is now the fourth production factor. Placing the emphasis on creativity makes a difference. In short, we can say that in a knowledge economy, logic and reason play a dominant role, while in the innovation economy everything depends on creativity and imagination. Innovation is not only about being more efficient but rather is primarily about greater effectiveness by using creative solutions. For universities that aspire to be among the best, it is vitally important to capitalize on the above mentioned developments. The best universities will increasingly function as an integral part of a worldwide open innovation system.

- | | |
|--|---|
| a) What are the four production factors that the author talks about? | 4 |
| b) What is knowledge economy? | 4 |
| c) What is innovation economy? | 4 |
| d) What does the author talk about the best universities? | 4 |





- 2) a) Use the following words in meaningful sentences : 5×2=10
precursor; illicit; impeccable; intrepid; eulogize
- b) Complete the sentences as directed : 6
- i. Congratulations! Your boss was full praise for you. (Fill in the blank with a preposition)
 - ii. The jury gave (its / their) verdict in an unbiased manner. (Use the appropriate verb)
 - iii. I a letter to him yesterday. (have written / wrote)
 - iv. They covered the with flowers. (Use one word for 'where the body is buried')
 - v. can overcome mountains. (Fill in the proper form of the word; 'persevere')
 - vi. I shall have written the letter. (Change into passive)
- 3) Old age becomes a disease when old people are not taken care of. Write your views on this worldwide social problematic situation. Your write up should be of around 300 words. 16
- 4) You work in private sector. Write a letter to the CEO of your company suggesting the ways to balance the daily stressful life by organizing occasional events of entertainment in the office. Also, write in the letter the positive outcome of breaking the monotony by innovative ways. 16
- 5) You are the class representative. Your class was given different topics for group discussion for the whole semester. Write a report at the end of the semester giving a detail of the topics on which students performed well and also the topics on which students couldn't give a good performance. 16

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

