

Roll No.

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(B. Arch.-2012 Batch) / (B.Tech.-2011 & 2012 Batch) (Sem.-1st, 2nd)

Subject Code : BTHU-101

(B.Com.-2011 & Onward) (Sem.-1st)

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COMMUNICATIVE ENGLISH

Paper ID : [A1103]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :**ALL question are COMPULSORY.****I. Read the passage and answer the questions that follows :**

Cholestrol – a word that gets a lot of bad press, not all of it deserved. As in the typical Indian film, there is a good guy or HDL and the bad guy or LDL. Of course, there are a lot of other characters too like VLDL and triglycerides. High LDL, low HDL and low HDL cholestrol—described as abnormal cholestrol levels—are a major risk factor for heart disease and stroke. The bad news is that Indians are genetically vulnerable, being born with narrower arteries. Indians have a two-three times higher incidence of coronary disease than North Americans or Western Europeans. Worse, in Indians, heart disease tends to occur a decade earlier and the incidence is also more severe.

Bad cholestrol is harmful on its own and for other reasons too, says Dr. Srikanth Sola, consultant cardiologist, Sir Sathya Sai Institute of Higher Medical Sciences, Bangalore. “Bad cholestrol is like bad company—undesirable in itself and leading to other problems.” It causes blockages in arteries. When blockages build up gradually, it can cause angina or improper blood flow to legs and abdominal organs. Sometimes, a piece of these blocks break off suddenly and occlude the entire artery causing a heart attack or stroke.

A major factor in high bad-cholesterol is genes but others include being over-weight, a sedentary life-style, stress and foods loaded in saturated fat.

Dr. Anil Mishra, Medical Director and Senior Consultant Interventional Cardiologist, B.M. Birla Heart Research Centre, Kolkata, explains, ‘Despite a low-cholesterol diet, you can have high LDL because the body is genetically programmed to produce more especially if you have a family history’.

If all preventive measures fail, people with high cholesterol counts-especially diabetics and post heart-attack/stroke patients-are prescribed medication. However, increasing good cholesterol is a tougher job. As Dr. Mishra says, “There is effective medicine to reduce bad cholesterol but the same cannot be said of medicines to increase good cholesterol. I advise regular exercise, no smoking and eating nuts such as almonds, walnuts and chestnuts. Walking three four km a day and good diet are, perhaps, the best measures.”

So taking medication alone is not enough, it must be accompanied by life style changes.

1. The author of the passage is likely to disagree to which of the following statements about cholesterol :
 - (a) Cholesterol can be both good and bad.
 - (b) Cholesterol can lead to heart stroke.
 - (c) Cholesterol can be controlled through medicines.
 - (d) Cholesterol can cause diabetes. (2)
 2. The author cites Dr. Anil Sharma’s statement to suggest that :
 - (a) People may be genetically inclined to have abnormal cholesterol levels.
 - (b) Diabetic patients are bound to have abnormal cholesterol levels.
 - (c) Indians are genetically flawed to have abnormal cholesterol levels.
 - (d) Low cholesterol diet is the only preventive measures to maintain normal cholesterol levels. (2)
 3. Why are Indian more prone to abnormal cholesterol ? (2)
 4. How does Cholesterol lead to heart attack ? (2)
 5. What can be inferred through Dr. Srikanth Sola’s statement cited in the passage ? (2)
- II.** (a) Use the following words in meaningful sentences of your own.
- Serene, enamoured, skewed, segment, obsolete (5)
- (b) Do as Directed :
- (i) Man’s happiness or misery is a great measure in his own hands. (Supply a verb in agreement with its subject) (1)

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(ii) Stationery, stationary. (1)

(Use these words in sentences of your own to bring out their meaning clearly.)

(iii) The last time so much ice (lose) from the poles in a period between ice-ages 1,29,000 years ago-global sea levels (rise) by 4 to 6 metres.

(Fill in the blanks with suitable tense forms) (1)

(iv) The manufacturing units must retain standards in their products.

(Rewrite the sentence as complex sentence) (1)

(v) the introduction modern aircrafts, passengers will be exposed to an altitude of 8000 feet.

(Fill in appropriate prepositions) (1)

III. Do you think capital punishment must be abolished or it is the only means of ensuring justice and to maintain law and order in the country. Which one of these opinions do you support? Use specific examples and reasons to explain your answer. (10)

IV. Assume that you are Senior Sales Manager, Apex Ltd. Delhi. You have received a complaint letter from Global Electronics Ltd. pointing out the damage which was discovered after checking the consignment containing VCD players sent by your company. Draft a suitable reply to this claim letter. (15)

V. A firm conducted a customer satisfaction survey and received 250 complaints in various categories. The table below exhibits the categories and number of complaints received by the firm.

S.No.	Complaint category	Number of complaints
1.	Dissatisfied with the product	30
2.	Dissatisfied with the behaviour of salesman	70
3.	Dissatisfaction with the packaging	10
4.	Dissatisfied with the after sales services	90
5.	Dissatisfied with pricing policy	35
6.	Dissatisfied with the discount policy	15

As the Sales Manager of your company analyse and interpret the given data so as to redress the complaints in satisfactory manner. Write a recommendatory report containing Introduction, Discussion, Conclusion and Recommendations. (15)