

Reg. No.

MANIPAL UNIVERSITY

FIRST SEMESTER B. DES. (FD) DEGREE EXAMINATION – NOVEMBER 2015

**SUBJECT: BFD 111 - COMMUNICATION SKILLS
(2015 SCHEME)**

Friday, November 20, 2015

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

Answer all the questions.

1A. Transcribe the following words into phonetic script:

- i) Slavery ii) Universal iii) Screen iv) Night

1B. Give the orthographic form of the following:

- i) /fai nəntʃli/ ii) /səfɪnt/ iii) /fi nɒmɪ nə/ iv) /frentʃ/

1C. Place the primary accent on the following words:

- i) GERIATRIC ii) ORIGINALITY
iii) INDEPENDENCE iv) APPRECIATION

(2+2+2 = 6 marks)

2. Identify the part that has an error in the following:

2A. Both the students /came late to class/and sat besides me/NO ERROR

A B C D

2B. Suresh/discussed about/ the lesson with his teacher/NO ERROR

A B C D

2C. Some people/consider beauty/superior than common sense/NO ERROR

A B C D

2D. This is/a best book/that I have ever read/NO ERROR

A B C D

2E. All the furniture have been/sent to the old house/located in my hometown. /NO ERROR

A B C D

(5 marks)

3. Punctuate the following:

3A. shall we go in my father said its nice to see you samuel

3B. ruth she said youre letting your imagination get the best of you

3C. she dressed hurriedly in black tights a short black skirt black boots and a black t shirt

3D. what do you think mr dewitt asked

(4 marks)

4. **Read the following passage and answer the questions on it:**

It is reported that the government is close to finalizing a system of dual pricing for the public procurement of food grains. There would be two basic elements to this system: Affixed Minimum Support Price (MSP) covering the cost of cultivation, as at present, recommended by the Commission on Agricultural Costs and Prices (CACP), and variable procurement prices, at the discretion of the department of food, depending on market. For example, according to a working group of the Planning Commission, over the five year period ending 2001-02 when there was a steep rise in procurement price resulting in accumulation of embarrassing large stock of food grains of over 60 million tones with the government, consumption of food grains in the country was reduced, on this account, by at least five million tons per annum. The new system by assigning a greater role for private trade can improve the efficiency in the distribution of food grains and substantially cut down subsidies, which can help to step up much needed public investment in agriculture. The proposed dual pricing system is a better alternative than total marketization of food grains trade by disbanding altogether public procurement at MSP.

Such a dismantling could lead to a crash in market prices of food grains in years of food harvest. Even though this may make exports competitive and raise domestic consumption of food grains in the short run, it may undermine food security by sapping producer incentives. The experience of green revolution underlines the importance of assured MSP including the farmers to step up their own investment and effort and derive full benefit from available infrastructure.

For the dual pricing system to yield desired results, it needs to be backed by several other policy measures. Since the impetus for crop diversification would be greater in the infrastructurally- developed regions like the north-west, this can slow down the growth of food grains output in the country and, in particular, the surpluses procured, unless immediate measures are taken to strengthen public support for irrigation, technology, extension and credit in the rest of the country, especially in the central and eastern regions where there is a large potential. The growth of food grains output has barely kept pace with population growth since the mid-90s. This also calls for more effective public procurement of food grains at MSP in these regions, as farmers have to often sell their produce immediately after the harvest at prices that are lower than MSP. Therefore, dual pricing system can be sustained only through non-price interventions such as infrastructural support for regional dispersal of growth in food grains output.

The new system requires better market intelligence forecasts as well as concurrent analyses on prices and sales in markets in India and abroad.

Questions:

- 4A. What are the two elements of dual pricing system for procuring food grains?
- 4B. How will the above proposed system benefit the nation?
- 4C. Mention at least four non- food grain item used by the consumer.
- 4D. What is the result of ecological degradation in the north-western region of India?
- 4E. In order to boost the dual system what urgent measures are needed to be taken?

- 4F. How we can sustain the dual pricing system?
- 4G. Trace words from the passage that are the synonyms of the following:
- i) extra (para-3)
 - ii) extract(para3)
 - iii) a driving force (para-5)
 - iv) Two roles(para-5)

(1 mark \times 7 = 7 marks)

5. You are a college student staying in a hostel, you need a week's leave to attend your sister's wedding in your hometown, draft a letter to the Director of your college asking permission for it.

(8 marks)

6. **Answer any TWO of the following in about 300 words:**

- 6A. Naipaul feels that he was surrounded by 'areas of darkness'. Explain his situation.
- 6B. Does Trivedi agree with Sontag that English will be the global language, and that India serves a prime example?
- 6C. Do you agree with the authors views on how to avoid an argument? What are the general traits that make people prolong an argument in any given situation?

(5 marks \times 2 = 10 marks)

7. **Answer any ONE of the following:**

- 7A. What do you think about the growing consumption of fast food, and the ways it can be made healthier.
- 7B. "Old people are a burden on the society", Discuss.

(10 marks)

