

- N.B. (1) All questions are compulsory.
(2) Figures to the right indicate marks for respective sub questions.

- Q.1. (A) Do as directed.**
- i. Fill in the blanks with suitable articles: (05)**
The Macmillan English Dictionary is product of good linguistic data and high-quality people. It has been unique privilege to work with such talented and creative team, and I would like to thank team for producing such excellent book.
- ii. Fill in the blanks with suitable prepositions from the following: (05)**
(on / in / of / up / from / to / down / for)
In order to write a thesis, one must engage research which focuses a specific topic relevant one's field of study. Current issues the field should be addressed by means of a review the literature on their chosen subject.
- (B) Do as directed in the bracket. (10)**
- (i) I turned tail and fled away. (Rewrite as a Simple Sentence)
(ii) Visualizing a danger ahead, the traveler became cautious. (Rewrite as a Compound Sentence)
(iii) The twins fell asleep immediately. (Add a question tag)
(iv) I am right. (Add a Question Tag)
(v) The windows of the house (was / were) painted with red color.
(vi) She cooks very beautifully. (Change the voice)
(vii) Fight corruption. (Change the voice)
(viii) He has been staying in Pune. (Rewrite as Present Perfect Progressive Tense)
(ix) My friend presented me this present. (Rewrite as Past Perfect Tense)
(x) The news ('to be') false. (Rewrite as Simple Present Tense)

Q.2. Read the following passage and answer the questions that follow:

Culture plays an important role in shaping the shopping experience, and shopping in Asia is a different prospect to shopping in Europe, according to Guy Hearn, Director of Communication Insights, Asia-Pacific, for Singapore based Omnicom Media Group.

"In Southeast Asia, for example, climate and life style factors mean that people spend much more time in shopping malls than Europeans, who might go shopping once a fortnight. This means that shoppers quickly tire of what's to offer, so stores constantly change their displays and have promotions to keep the news new," he says.

Then there are gender variations in the way we shop: As descendants of hunter-gatherers, accumulating is in our blood, but how we go about it depends on whether you are male or female. Paco Underhill, author of Why We Buy, conducted a decades-long anthropological study of shoppers, tracking their movements and

observing their browsing and purchasing patterns. Among other things he found that when it comes to shopping, men hunt, and women gather. Even though the prey is now a pair of socks or a home entertainment system, men shopping using the skills developed to obtain meat in hunter-gatherer environment. Underhill's research found that only 72 per cent of men read price tags on items, compared to 86 per cent of women. Research published by Daniel Kruger and Dreyson Byker in 2009 converges with Underhill's findings: namely, using skills aimed at getting the kill back to the family before it spoils.

Questions:

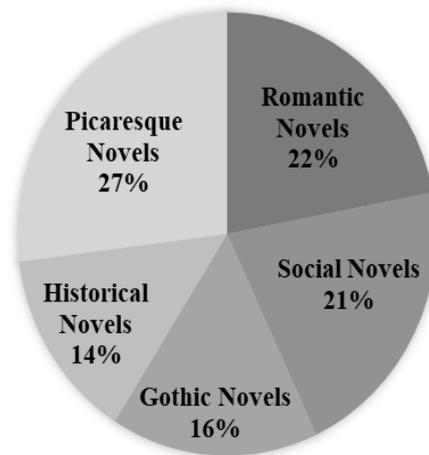
- (i) Point out the factors affecting the shopping experience. (02)
- (ii) What do you mean by anthropological study? (02)
- (iii) What the shoppers do in order to increase their sale in stores? (01)
- (iv) What is the difference between the Southeast Asian and European shoppers? (03)
- (v) What are the differences between men and women shoppers? (03)
- (vi) How many men do read price tags on items? (01)
- (vii) What are the purchasing patterns in Asia? (02)
- (viii) The stores constantly change their display. (Change the voice) (01)
- (ix) People spend much more time in shopping malls. (Change the voice) (01)
- (x) Find out the synonyms for the following (02)
 - 1. Accumulate
 - 2. Achieve
- (xi) Find out the antonyms for the following (02)
 - 1. Female
 - 2. Skilled

Q.3) Draft ANY TWO of the following letters. (20)

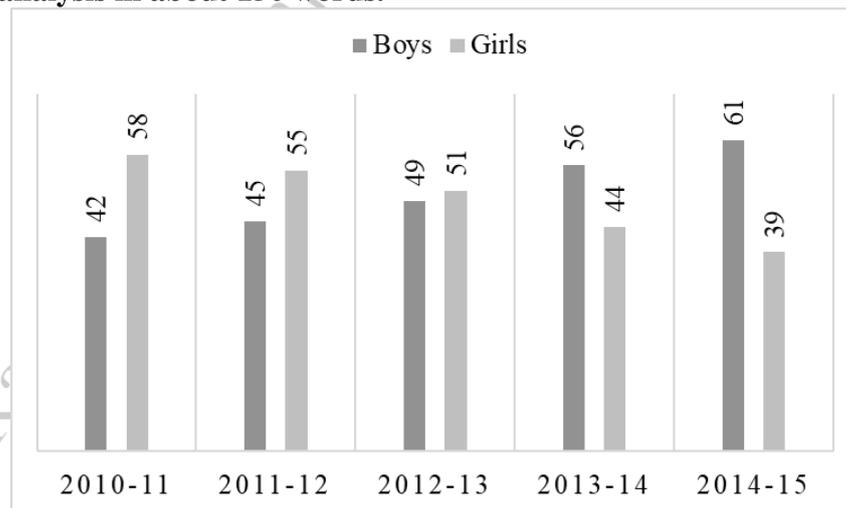
- (i) Draft an application in response to the post of a sales manager advertised by The Manager, Sindhudurg Steel, Kankavali.
- (ii) You wish to pursue the post-graduate program in Management Science. Draft a letter requesting your senior professor to write a recommendation letter for you.
- (iii) Draft a letter under Right to Information Act, 2005 to get a list of all the properties, which are being used for commercial purposes, in Samata Colony, Kudal.

Q.4) (A) The following pie chart shows the percentage of novels (10) available in The British Library. Write your analysis in about 150 words:

PERCENTAGE OF NOVELS AVAILABLE IN THE BRITISH LIBRARY



(B) The following bar graph shows the number of boys and girls (10) who sought admission in FYBA in S.R.M. College, Kudal during 2010 and 2015. Write a paragraph based on your analysis in about 150 words.



Q.5) Attempt ANY ONE of the following essays. (250-350 Words) (20)

- (i) Social Media
- (ii) Importance of Yoga
- (iii) Emotional Intelligence
