

[Time:3.00 Hrs]		[Marks:100]
Please check whether you have got the right question paper.		
N.B:	1. All questions are compulsory. 2. Figures to the right indicate full marks. 3. Students answering in the regional language should refer in case of doubt to the main text of the paper in English.	

Q.1	A)	I Fill in the blanks with suitable articles.	5
		I saw ----- tiger passing by a big banyan tree. ----- tiger was thirsty. So when he came on the bank of the river, he started drinking water hastily. It was at that time that ----- owl came there looking for water. As soon as ----- tiger saw ----- owl, he pounced on it. The sight of dying owl was very disturbing.	
	II	Fill in blanks with suitable prepositions.	5
		Rinku had gone to see her mother. ---- her way to the airport, she met her childhood friend, who was also going --- same place. Both ---- them were very happy as they were meeting --- -- two long years though they were living -----in the same city.	
	B)	Do as directed.	10
		i) Sita painted a nature portrait. (Change into present continuous tense)	
		ii) John said, "This is really disturbing." (Change into indirect speech)	
		iii) The Mumbai Indians had won the match. (Change into simple present tense)	
		iv) Gopal said to Mahesh, "Why are you upset?" (change into Indirect speech)	
		v) The boys missed the bus. (Change the voice)	
		vi) Some of my friends ___ interested in teaching. (Use the correct form of "to be")	
		vii) Govind as well as Ganesh ___ come to see me. (Correct form of "to have")	
		viii) Shital's hair are very long. (Add a question tag)	
		ix) I purchased Chetan Bhagat's new novel yesterday. (Change the voice)	
		x) He is very smart. He won the first prize. (Make a Complex Sentence)	
Q.2		Read the following passage and answer the questions given below: Advertising is a business. It is all for business. To a manufacturer, advertising is usually considered part of the firms making 'marketing programmer. To the retailer, it is also a part of his so called 'marketing mix 'To the various media of communication it is both a major source of revenue and a means of providing information about products and services to their audiences. To the customer it is major source of information regarding product and services. Good advertising is a means of educating the public in good taste. It	

	<p>moulds the psychology of the consumer and brings him to the point of-sale .Ina country like India where people, especially in the rural areas have acquired a certain amount of purchasing power but are at the same time steeped in superstition and blind beliefs, advertising has a big role to play in changing conventional habits. It should help to educate and motive the masses so that the little surplus that they have not frittered away in traditional but waste full expenditure, but is used in the purchase of goods and services which will help to make their lives richer and at the same time participate in the Government's effort for the growth of the economy.</p> <p>Questions:</p> <p>1. Look at the fourth sentence of the paragraph .What does “it” stand for? What does it mean to a retailer? 3</p> <p>2. In what way does advertising help the consumer? 3</p> <p>3. In what ways does advertising help the media of communication? 3</p> <p>4. According to the writer, advertising can do much to change and improve the life of people in rural India. Rewrite the sentence that contains this idea. 3</p> <p>5. Give antonyms of the following words: 3</p> <p>i. Usually; ii) Revenue: iii) Good</p> <p>6. Match the words given under list A with The nearest meaning as under in passage. List B has some extra items. 5</p> <table border="0"> <tr> <td style="text-align: center;">‘A’</td><td></td><td style="text-align: center;">‘B’</td></tr> <tr> <td>a) Media</td><td>-</td><td>1) User of goods</td></tr> <tr> <td>b) Consumer</td><td>-</td><td>2) To give incentive</td></tr> <tr> <td>c) Surplus</td><td>-</td><td>3) Radio, television, press</td></tr> <tr> <td>d) Motivate</td><td>-</td><td>4) Term in arithmetic</td></tr> <tr> <td>e) Manufacturer</td><td>-</td><td>5) To exchange</td></tr> <tr> <td></td><td>-</td><td>6) Producer</td></tr> <tr> <td></td><td>-</td><td>7) Excess /extra</td></tr> </table>	‘A’		‘B’	a) Media	-	1) User of goods	b) Consumer	-	2) To give incentive	c) Surplus	-	3) Radio, television, press	d) Motivate	-	4) Term in arithmetic	e) Manufacturer	-	5) To exchange		-	6) Producer		-	7) Excess /extra	
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Q.3	<p>Write Any Two of the following letters.</p> <p>a)You wish to apply for the post of an ‘Assistant Professor’ in the Department of English, Savitribai Phule College, Nagpur. As you have completed your education from Mahatma Gandhi College, Jalgaon, write a letter to the Principal, Mahatma Gandhi College, Jalgaon requesting him to write a Letter of Recommendation to the Principal, Savitribai Phule College, Nagpur.</p> <p>b)Write an application letter in response to a newspaper advertisement given below:</p> <p>“Wanted a young graduate to work as an accountant in James Enterprises, Mumbai. The candidate should be fluent in English and Hindi. Apply to – P.B. No. 7446, The Times of India, Mumbai-400001.”</p> <p>c)You wish to apply for an M.S. programme in North Eastern University, Boston, USA. Write a Statement of Purpose to accompany your application.</p>	20																								

Q.4	A)	Interpret the data given in the following table and write a paragraph in 150 words:	10																																				
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Q.5		Attempt Any One of the following essays. (250-350 words) <div><div>1) Youth and Education</div><div>2) Social issues in free India</div><div>3) Impacts of industrialization</div></div>	20																																				