

29/3/14

Library

MN3AEZ

Fy bmm(E)

Ebb. Comm. Skillh.

TIME: 2 Hours

Marks: 60

Note:

- All questions are compulsory
- Figures to the right indicate marks

Q.1. a) Draft an advertisement script of about 15 seconds for a television advertisement on the following topic: (08)

i) A Car

b) Draft an advertisement script of about 20 seconds for a radio advertisement on the following topic: (07)

ii) Writing / Study table

Q.2. a) You are selected as the Sports Secretary of your College Gymkhana for the academic year 2013-14. Draft a speech you would be giving during the Annual Sports Day organised by the college. (08)

b) Write a letter to the editor of a local newspaper on increasing air pollution in your M.I.D.C. area. Also suggest a few measures to curb it. (07)

OR

Q.2. a) Your College DLLE has its Annual Meet at the end of the academic year. As the student of F.Y.B.M.M., draft a Speech to be given during the Meet, sharing your experiences of the entire year. (08)

b) Write a letter to the editor of a national newspaper expressing concern about about the rising prices of essential commodities. (07)

Q.3. a) Translate the following passage into Hindi or Marathi only: (08)

India is a land of fairs and festivals. As different communities belonging to different religions live here, therefore many festivals are celebrated regularly every year. Among these festivals, some are religious; some are based on seasons while some are of national importance. All the festivals are celebrated with great enthusiasm in a colourful atmosphere.

Diwali, Dussehra, Raksha Bandhan, Id-ul-Fitr, Id-ul-Zuha, Christmas, Mahavir Jayanti, Gurunanak Jayanti, Ganesh Chaturhi etc. are the religious festivals of India. These festivals are celebrated by different communities but they are celebrated as a whole. We can see festive atmosphere everywhere in India.

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Holi, Baisakhi, Basant Panchami, Bihu, Pongal, Onam etc. are seasonal or harvest festivals. The spirit of Holi is colour-rich and vibrant, flung into the air and smeared with immense joy on friends and dear ones.

The festivals make our life colourful and enthusiastic. They bring people together. They come every year to make us forget all ill-will and communal hatred the festivals strengthen the feeling of oneness too people, without any malice, meet with one another and wish for bright future. Thus, festivals are very important and they must be celebrated with pomp and show by all.

b) Edit the following passage. Check out if there are any grammatical or spelling mistakes. (07)

Life in Mumbai is like a roller-coaster ride. You face many ups-and-downs. We, Mumbaikars, at times face many problem. But on the other hand, there is glamour, too. Mumbai is a city where lakhs of dreams become a reality and lakh of realities become a dream. Go to distant village and ask, "What is Mumbai?" and the answer you will get is "HOPE". The defining feature of Mumbai is that it is a residence for people of various castes and religions. Mumbai provides opportunities on each and every front. It is place where trade take place solely on trust.

In Mumbai, Life starts at 5 AM. Their can hardly be some on this planet who are not acquainted with the word "Mumbai". Even though Mumbai is a vast city, the discipline factor still exists here in every walks of life. Mumbai has given birth to great people like Hemant Karkare, Sachin Tendulkar, Vijay Salaskar, Sunil Gavaskar and hundreds of others.

Many leisureloving people say that there is no piece in Mumbai. They say so because they hate to work. Campaign like, 'Clean Mumbai, Green Mumbai', 'Chose Life, Not Tobacco', 'Ban Cigaretes', 'Mumbai Chakachak', 'Tobacco-free Mumbai' have revolutionised Mumbai. Someone has said that, "God made the country and Man-made the town". But I totally disagree. If there would be no city in the world, could we even imagine what would have happened then? No other city can compete with Mumbai. Mumbai is a heaven for those whom like to work and a hell for the lazy ones. Therefore I never hesitate in saying, "AAMCHI MUMBAI". Yeh hai mumbai, yeh hai Mumbai, yeh hai Mumbai meri jaan!!!

OR

Q.3. a) Translate the following passage into Hindi or Marathi only: (08)

Trees occupy an important place in the life of man. The trees provide us flowers, fruits, fodder for animals, wood for fire and furniture and provide cool shadow from scorching sun. They give us so many such good things and yet expect nothing in return.

Trees give us fruits for food and flowers for pleasure. They provide us timber (wood) for building our houses and making furniture. They provide us wood for fuel. They supply sleepers for the railway line. Many trees provide us medicinal products such as quinine and eucalyptus. In fact, most of the medicines that we use ultimately come to us through trees and vegetation.

Trees play an important role in purifying the air around us. They breathe in carbon dioxide and breathe out oxygen that sustains our life. Thus they make this world a better place to live in.

Trees are also very necessary for having good rainfall. The trees attract rain bearing clouds and prevent soil erosion and conserve the earth.

- b) Edit the following passage. Check out if there are any grammatical or spelling mistakes. (07)

The term "Psychology" consists of two Greek words — 'Psyche' and 'Logos'. The former means 'Soul' and the later means 'Science'. Psychology thus means 'science of sole'. Man is an active even when he is unconscious. That is why; psychology is called the 'science of behaviour' which means 'the study of human nature and activities'.

According to J.B. Watson, "Behaviour means an action, which can be seen and observe in an objective way". Behaviour is a broad concept. It includes all kinds of activities and experience of an individual. It refer not only motor or physical activities like walking, talking, writting, but also mental activities like thinking, remembering, imagining an emotional activities, like love, anger and fear. Life manifest thru all this activities and behaviur is the collective name for all kinds of activities.

Behaviour is an universal. Every living object behave in some way or other. That is where, according to some psychologists, "behaviour" has been derived from the English term "have". Behavior is that, which all has or possess. But all kinds of behaviour are in reference to environment. The same individual may behave different in differently environments and different individuals may behave differently in different environments. Psychology thus studies the behaviour of individuals in different contexts.

- Q.4. a) Write an essay on 'Value of Discipline in Academic Life' (15)

OR

- b) Write an essay on 'Effects of Social Networking.' (15)