

**B.E. FOOD TECHNOLOGY & BIOCHEMICAL ENGG. 1<sup>ST</sup> YEAR 1<sup>ST</sup> SEM  
SUPPLEMENTARY EXAMINATION 2018**

**HUMANITIES**

**Time: Three Hours**

**Full Marks: 100**

**(50 marks for each part)**

**Use a separate answer-script for each part**

**PART-I**

**(ENGLISH)**

1. Answer **any one** of the following questions: (15 marks)
  - a) How does Sherlock Holmes deduce that James Ryder is the culprit in Arthur Conan Doyle's short story 'The Adventure of the Blue Carbuncle'?
  - b) How does O'Henry create an atmosphere of suspense in 'After Twenty Years'?
  - c) How does Mulk Raj Anand depict Chandu's character in 'The Barber's Trade Union'?
  
2. Answer **any one** of the following questions: (15 marks)
  - a) You have been appointed as a member of an enquiry committee that is looking into allegations of ragging by senior students of the college where you study. Write a report addressed to the Principal stating the problem and the steps that can be taken to redress it.
  - b) A reputed pharmaceutical company is looking for pharmacy graduates to work on a project aimed at inventing a new pneumonia vaccine. Applicants should possess an excellent academic background and research skills. Those who have worked on similar projects will be given preference over others. Please write to project-pneumonia@yahoo.co.in with a CV and job application letter.
  
3. Make sentences with **any five** of the following words: (5x2=10 marks)  
Depeopled, drizzle, trembled, taint, tottering, shabby, sinister, provoked, crackling, crisp
  
4. Read the following passage carefully and answer the questions that follow: (10 marks)  

Persuasion is the art of convincing someone to agree with your point of view. According to the ancient Greek philosopher Aristotle, there are three basic tools of persuasion: ethos, pathos, and logos. Ethos is a speaker's way of convincing the audience that she is a credible source. An audience will consider a speaker credible if she seems trustworthy,

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reliable, and sincere. This can be done in many ways. For example, a speaker can develop ethos by explaining how much experience or education she has in the field. After all, you would be more likely to listen to advice about how to take care of your teeth from a dentist than a fire-fighter. A speaker can also create ethos by convincing the audience that she is a good person who has their best interests at heart. If an audience cannot trust you, you will not be able to persuade them. Pathos is a speaker's way of connecting with an audience's emotions. For example, a speaker who is trying to convince an audience to vote for him might say that he alone can save the country from a terrible war. These words are intended to fill the audience with fear, thus making them want to vote for him. Similarly, a charity organization that helps animals might show an audience pictures of injured dogs and cats. These images are intended to fill the viewers with pity. If the audience feels bad for the animals, they will be more likely to donate money. Logos is the use of facts, information, statistics, or other evidence to make your argument more convincing. An audience will be more likely to believe you if you have data to back up your claims. For example, a commercial for soap might tell you that laboratory tests have shown that their soap kills all 7,000,000 of the bacteria living on your hands right now. This piece of information might make you more likely to buy their brand of soap. Presenting this evidence is much more convincing than simply saying "our soap is the best!" Use of logos can also increase a speaker's ethos; the more facts a speaker includes in his argument, the more likely you are to think that he is educated and trustworthy.

- a. Mention any two ways in which a speaker may develop ethos. (3)
  - b. What is pathos and what example does the writer use in the passage to explain it? (3)
  - c. How can the use of logos increase a speaker's ethos? (2)
  - d. Give meanings of: credible, sincere (2)
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**B.E. FOOD TECHNOLOGY AND BIO-CHEMICAL ENGINEERING**  
**FIRST YEAR, FIRST SEMESTER**  
**SUPPLEMENTARY EXAM 2018**  
**HUMANITIES**  
**SOCIOLOGY**

FULL MARKS-50

Answer question no.1 and any two others.

1. Write short notes on any four of the followings 5X4=20
- a) Basic sociology
  - b) Sociology and history
  - c) Sociology and economics
  - d) Development
  - e) Technology assessment
  - f) Foreign direct investment
  - g) Micro level analysis
  - h) Managers
2. Contrast and compare sociology's functional and conflict theoretical perspective. 15
3. What is the relationship of sociology with other social science discipline? 15
4. How are managers important in any organization? 15
5. What is technology transfer? Examine the different modes of technology transfer? 15