

English-I B.A/ B.COM/ ADE Spring, 2025

1423- 2nd

Q.1 Write a dialogue between a father and a son on the importance of developing good reading habits to be successful in one's educational career. (20)

Father: Hey, son! I noticed you've been spending more time playing video games lately. How's school?

Son: It's going fine, Dad. But honestly, I find reading really boring compared to gaming.

Father: I understand that, but have you thought about how reading can actually help you in school and in life?

Son: How so?

Father: Well, for starters, reading improves your vocabulary. The more you read, the more words you learn. This will help you in your writing and speaking, especially during exams.

Son: I get that, but can't I just look up words when I need them?

Father: Of course, but reading regularly helps you remember those words and understand how to use them in context. Plus, reading enhances comprehension skills, which are essential for understanding your textbooks.

Son: I've noticed my classes involve a lot of reading. I sometimes struggle to keep up.

Father: Exactly! If you develop good reading habits now, it will make it easier to tackle more challenging texts later. It's like exercising your brain.

Son: I see your point. I guess I should give it a try. What should I read?

Father: Start with something you enjoy, like fiction or comics, and gradually explore non-fiction. You could read topics related to your subjects, which could spark your interest in school.

Son: That sounds manageable. Maybe I can set aside some time each day to read.

Father: That's a great idea! Set a goal, like 20 minutes a day. You'll be surprised how much it helps in your studies and boosts your confidence.

Son: Thanks, Dad. I'll start today!

Q.2 Given below is a job advertisement. Suppose you intend to apply for the post of Manager of Communication & Marketing. How would you write an application to the Registrar? What details you would like to add to make yourself the most suitable candidate for the post? (20)

Virtual University of Pakistan			
World-Class Education at Your Doorstep			
AN EQUAL OPPORTUNITY EMPLOYER BE PART OF A WINNING TEAM			
Virtual University of Pakistan requires the services of bright & motivated individuals for its Business Incubation Centre (BIC) under the project by Higher Education Commission, initially for a one (01) Year contract (with the possibility of extension for an additional year), for the following positions:			
Sr. No	Designation	Placement & Seats	Eligibility Criteria
1	Manager Communication & Marketing Lump Sum Fixed Salary: PKR 90,000/- per month	01 (Rawalpindi)	Qualification: 18 years of education with at least 2 nd division/CGPA 2.5, preferably in Business Administration, Marketing or Mass Communication. Experience: One year of experience in marketing after 16 years of Qualification
2	Business Development Officer Lump Sum Fixed Salary: PKR 90,000/- per month	01 (Rawalpindi)	Qualification: 18 years of education with at least 2 nd division/CGPA 2.5, preferably in Business Administration, Marketing or Mass Communication. Experience: One year of experience in Business Administration after 16 years of Qualification.

[Your Address]

[City, Zip Code]

[Date]

The Registrar

[Company Name]

[Company Address]

[City, Zip Code]

Dear Sir/Madam,

I am writing to express my interest in the position of Manager of Communication & Marketing as advertised in [where you found the advertisement]. With a Master's degree in Communication and over five years of experience in marketing and public relations, I believe I possess the skills and expertise necessary to contribute effectively to your team.

During my tenure at [Previous Company Name], I successfully led various marketing campaigns that resulted in a 30% increase in audience engagement and bolstered brand awareness. I have a solid understanding of digital marketing strategies and can effectively manage social media platforms to promote a positive company image. My ability to develop strategic partnerships has also resulted in fruitful collaborations that increased our outreach and impact.

Additionally, my experience in content creation—ranging from press releases to marketing materials—has equipped me with the essential skills for producing effective communication that resonates with target audiences. Furthermore, my proficiency in data analysis enables me to interpret metrics that inform strategic decisions and improve future campaigns.

I am enthusiastic about the opportunity to bring my background in communication and marketing to [Company Name] and help achieve your organizational goals. I have attached my resume for your review. I am looking forward to the opportunity for an interview to discuss my candidacy further.

Thank you for considering my application.

Warm regards,

[Your Name]

[Your Contact Information]

Q.3 How would you grant and refuse permission in the following situation? Use a different expression each time. (20)

1. **Your friend wants to borrow your headphones.**

- Granting: "Sure, you can borrow my headphones, but please take care of them!"
- Refusing: "I'm sorry, but I really need them for my music practice right now."

2. **A neighbor asks to borrow your lawnmower.**

- Granting: "Of course, I'll bring it over this afternoon."
- Refusing: "Unfortunately, I need it for my yard this weekend."

3. **Your colleague requests you to lend them a book from your personal collection.**

- Granting: "Absolutely! Just make sure to return it after you're done."
- Refusing: "I wish I could help, but I'm currently using that book for my research."

4. **Your cousin wants to borrow your camera for a photoshoot.**

- Granting: "Yes, feel free to take it! Just don't forget to be gentle with it."
- Refusing: "I can't lend it right now; I'm planning to use it for an event soon."

5. **Your friend wants to use your laptop to check an email.**

- Granting: "Sure! Just make sure to keep it safe."
- Refusing: "I can't let you use it. I need to work on something important."

6. **A classmate asks to copy your notes from a missed class.**

- Granting: "Of course! I'll share my notes with you."
- Refusing: "I'm sorry, but I can't allow that. It wouldn't be fair to the teacher."

7. **Your friend wants to use your gym membership card for a workout.**

- Granting: "You can use my card, but please don't lose it!"
- Refusing: "I can't let you do that; the gym policy doesn't allow sharing cards."

8. **Your roommate asks to borrow your electric fan.**

- Granting: "Sure! Just bring it back before I need it."
- Refusing: "I'm really sorry, but it's too hot in here, and I need it myself."

9. **Your younger brother wants to borrow your shoes for an event.**

- Granting: "Okay, you can borrow them, but be careful with them!"
- Refusing: "I can't lend them to you right now; they're my favorite pair!"

10. **Your colleague requests to take a day off next week, and you're in charge of approvals.**

- Granting: "That sounds reasonable; you can take the day off."
- Refusing: "I'm afraid I can't approve that day off since we're short-staffed next week."

Q.4 In a business setting, it is crucial to differentiate between facts and opinions when making decisions or presenting ideas. Imagine you are preparing a report for a company in Pakistan, and you need to analyze market trends. Select a topic related to market trends (e.g., the rise of e-commerce, shifts in consumer behavior, etc.) and:

Topic: The Rise of E-Commerce in Pakistan

i. Identify at least three factual statements about the topic.

1. The e-commerce sector in Pakistan has seen a growth rate of over 30% year-on-year since 2020.
2. Data from the Pakistan Telecommunication Authority indicates that internet penetration has increased to approximately 90 million users, with many accessing online shopping platforms.
3. Major e-commerce players like Daraz and AliExpress have reported significant increases in sales during the COVID-19 pandemic, with many consumers opting for online shopping instead of traditional retail.

ii. I identify at least three opinion-based statements related to the same topic.

1. E-commerce will continue to dominate the retail space in Pakistan as more people become accustomed to online shopping.
2. Many consumers believe that online shopping offers greater convenience and variety compared to physical stores.
3. It is widely thought that the growth of e-commerce could significantly benefit the economy of Pakistan by creating jobs and facilitating trade.

iii. Explain how distinguishing between facts and opinions in your report would impact the credibility and effectiveness of your communication.

Distinguishing between facts and opinions enhances the credibility of the report by providing a clear foundation for analysis and decision-making. Facts offer objective, verifiable data that can be used to support arguments, while opinions provide context and insight into consumer behaviors and market sentiments. By clearly separating these two elements, stakeholders can make informed decisions based on reliable information while also considering the implications of public perception. This balance improves overall communication effectiveness, as stakeholders can better understand trends and forecasts, fostering more strategic planning and execution.

Q.5 Write a detailed essay of around 300-350 words on ONE of the following topics.

(20)

The Role of Women in Shaping Modern Pakistan

The role of women in Pakistan has significantly evolved over the years, contributing directly to the nation's social, economic, and political landscape. Historically, women in Pakistan faced numerous challenges, including societal norms and restrictions that limited their participation in various sectors. However, as the country progressed, more women began to challenge these constraints, leading to remarkable transformations.

In education, the rise of female literacy rates has been astounding. Educated women are increasingly entering the workforce, thereby enhancing economic productivity. Women like Malala Yousafzai, a Nobel laureate, have become symbols of the quest for girls' education, inspiring many to pursue their studies despite challenges. This emergence of educated women has resulted in more females joining fields that were once predominantly male, such as science, technology, and business.

Women's involvement in politics has also seen significant strides. Leaders like Benazir Bhutto have paved the way for female representation in government. Today, women actively participate in legislative processes, advocate for women's rights, and influence policy decisions that shape Pakistan's future. Organizations and movements, such as the Women's March, have further amplified the voices of women, pushing for gender equality and social justice.

Moreover, in the social sphere, women have become influential in media, literature, and the arts. Through their creativity and narratives, they challenge stereotypes and inspire a generation to embrace diversity and inclusivity.

In conclusion, the role of women in shaping modern Pakistan cannot be overstated. Their contributions to education, politics, and society have laid the groundwork for progress and equality. Advocating for women's rights and empowerment must remain a priority to ensure that future generations can continue this transformative journey. Empowering women is not just a moral obligation, but a crucial step toward national development and prosperity.