

TILAK MAHARASHTRA VIDYAPEETH, PUNE
B.SC. IN SOCIAL MEDIA & DIGITAL MARKETING
EXAMINATION: DECEMBER- 2025
FIRST SEMESTER

Sub: Basic Language Skills (79125-104)

Date: 19/12/2025**Total Marks : 20****Time: 10.00 am to 11.00 am**

Instruction:

1. All questions are compulsory unless and otherwise stated.
2. Bold figures to the right of every question are the maximum marks for that question.
3. Candidates are advised to attempt questions in order.
4. Answers written illegibly are likely to be marked zero.
5. Write the exact question number in the answer sheet.
6. It is mandatory to write an introduction and conclusion in your answers.

Q. 1. Answer the following. (Any One)**(10)**

- 1) Explain the rules of tense and their usage with suitable examples.
- 2) Describe parts of speech with examples and their role in sentence construction.
- 3) Write a detailed note on reading comprehension and strategies to improve understanding.

Q. 2. Write short notes. (Any Two)**(10)**

- 1) One word substitution with examples
 - 2) Homophones and homonyms with examples
 - 3) Common errors in English with illustrations
 - 4) Spellings and phonology in English
 - 5) Writing effective emails, posts, and captions for digital media
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