

TILAK MAHARASHTRA VIDYAPEETH, PUNE
B.SC. IN SOCIAL MEDIA & DIGITAL MARKETING
EXAMINATION: May- 2026
FIRST SEMESTER

Sub: Basic Language Skills (79125-104)

Date: 22/05/2026

Total Marks : 20

Time: 2.00 pm to 3.00 pm

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 articles and prepositions with suitable examples.
- 2) Discuss the transformation of sentences and provide examples for each type.
- 3) Write a detailed note on formal and informal writing, including essay, report, and précis writing.

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

(10)

- 1) Phonology in English
- 2) Difference between synonyms and antonyms with examples
- 3) List common idioms and phrases with their meanings
- 4) Key rules of punctuation in English
- 5) Importance of writing for digital media, including posts, captions, and emails