University of Ruhuna- Faculty of Technology
Bachelor of Information and Communication Technology Degree
Level 1II (Semester 1) Examination
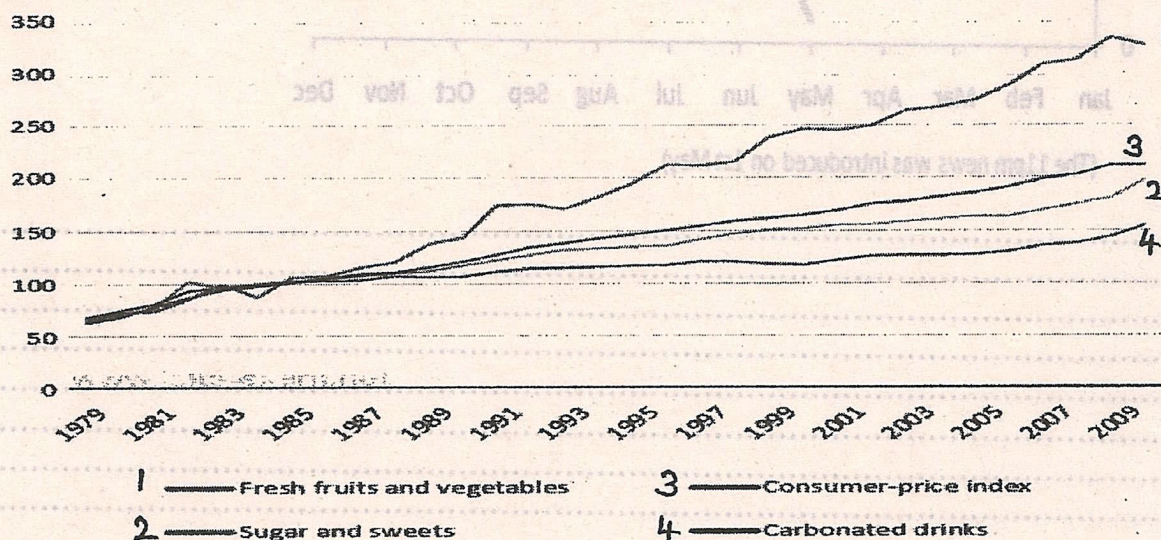### November 2019

Course Unit: ENG3122, English V

Student Number:

Duration- 3 hours

Answer all (6) questions.

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1). A) The graph below shows relative price changes for fresh fruits and vegetables, sugars and sweets, and carbonated drinks between 1978 and 2009. Read the following model answer and complete the answer by filling the gaps with a word from the box below. (1×10= 10 marks)

Periodic/ period/ temporarily/ remained/ and/ steady/ steadily/ by/ from/ trend

1 ——Fresh fruits and vegetables	3 ——Consumer-price index	
2 ——Sugar and sweets	4 ——Carbonated drinks	

The graph shows changes in the price of fresh fruits and vegetables, sugar and sweets, and carbonated drinks over a thirty-year .... in the US between 1979 .... 2009. The graph also shows the general .... in the consumer price index during this time.

While the consumer price index showed a slow and .... increase from 1979 to 2009, the same cannot be said for the price of carbonated, or soft drinks. After rising briefly between 1979 and 1981, they .... fairly constant until 1999, when the price did begin to increase slowly.

In contrast, there was a marked difference in the price of fresh fruits and vegetables, which, despite .... fluctuations, rose .... throughout this period. In fact, fresh food prices only levelled out .... between 1990 and 1992 and again .... 2000 to 2001. However, ... 2008 the price had increased by more than 300%.

b). The chart shows the average daily viewing figures for Channel One News over a 12-month period. Summarise the information by selecting and reporting the main features, and make comparisons where relevant. Use about 150 words. (10 marks)

Channel one news viewing figures

(The 11pm news was introduced on 1st May)

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Marks	1st Examiner	2nd Examiner
20 marks		

2). Given below is an extract taken from a research article based on "Cyber Security". Read it carefully and answer the questions given.

Cyber Security plays an important role in the field of information technology .Securing the information have become one of the biggest challenges in the present day. Whenever we think about the cyber security the first thing that comes to our mind is 'cyber crimes' which are increasing immensely day by day. Various Governments and companies are taking many measures in order to prevent these cybercrimes. Besides various measures cyber security is still a very big concern to many. Herein, privacy and security of the data will always be top security measures that any organization takes care. We are presently living in a world where all the information is maintained in a digital or a cyber-form. Social networking sites provide a space where users feel safe as they interact with friends and family. In the case of home users, cyber-criminals would continue to target social media sites to steal personal data. Not only social networking but also during bank transactions a person must take all the required security measures. As we become more social in an increasingly connected world, companies must find new ways to protect personal information. Social media plays a huge role in cyber security and will contribute a lot to personal cyber threats. Social media adoption among personnel is skyrocketing and so is the threat of attack. Since social media or social networking sites are almost used by most of them every day it has become a huge platform for the cyber criminals for hacking private information and stealing valuable data.

In a world where we're quick to give up our personal information, companies have to ensure they're just as quick in identifying threats, responding in real time, and avoiding a breach of any kind. Since people are easily attracted by these social media the hackers use them as a bait to get the information and the data they require. Hence people must take appropriate measures especially in dealing with social media in order to prevent the loss of their information. The ability of individuals to share information with an audience of millions is at the heart of the particular challenge that social media presents to businesses. In addition to giving anyone the power to disseminate commercially sensitive information, social media also gives the same power to spread false information, which can be just being as damaging. The rapid spread of false information through social media is among the emerging risks identified in Global Risks 2013 report. Though social media can be used for cyber-crimes these companies cannot afford to stop using social media as it plays an important role in publicity of a company. Instead, they must have solutions that will notify them of the threat in order to fix it before any real damage is done. However companies should understand this and recognise the importance of analysing the information especially in social conversations and provide appropriate security solutions in order to stay away from risks. One must handle social media by using certain policies and right technologies.

1). Is social media, a threat to cyber security? If so, how has it become a threat? Explain.

(2.5 marks)

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2). Write 2 ways of maintaining information in the modern world. (2 marks)

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....

3). What do you understand by the word "Skyrocketing"? (1.5 marks)

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....

4). What are some ways suggested by the researcher to ensure cyber security in companies? (3 marks)

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....

5). According to the Global Risks 2013 report, what is the emerging threat that the companies will have to face because of social media? Explain how it affects the reputation of companies. (3 marks)

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....

6). Briefly state why companies cannot afford to stop using social media. (1 mark)

....

....

7). Find synonyms from the extract to suit the words given below. (2 marks)

Quick- ....

Spread- ....

Marks	1st Examiner	2nd Examiner
15		

3). Answer the following questions.

1). Briefly explain how effective communication can be important for you at your place of work. (3 marks)

....

....

....

2). What is the difference between the words "Employer" and "Employee". (3 marks)

....

....

3). Write three characteristics of a good employee. (3 marks)

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....	

4). Write 2 barriers you will have to face when engaging in "Effective Written Communication" and briefly explain how it will affect your performance within the working place. (4 marks)

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....

5). Manushi is part of a team that is working to come up with a marketing plan for a new product. Team members are spread all over the country and don't meet in person. Instead, they use software that allows them to meet at a distance to collaborate on the project. Because members use technology to stay connected, Manushi is part of a, (1 mark)

A. Team.

B. Group.

C. Virtual team.

6). Which of the following statements most accurately describes a self-directed team? (1 mark)

A. A self-directed team requires a manager's approval for decisions.

B. The members of a self-directed team cannot hire, fire, and discipline their own members.

C. A self-directed team is least effective in solving problems that require people with different skills to work together.

D. The members of self-directed team are able to complete jobs on their own with little or no supervision.

Marks	1st Examiner	2nd Examiner
15		

4). Read the passage given below, summarize it and suggest a suitable title. (Word count of the original passage- 126). Use the grid that has been given for you. (05 marks)

Encryption is the process of encoding messages (or information) in such a way that eavesdroppers or hackers cannot read it. In an encryption scheme, the message or information is encrypted using an encryption algorithm, turning it into an unreadable cipher text. This is usually done with the use of an encryption key, which specifies how the message is to be encoded. Encryption at a very beginning level protects data privacy and its integrity. But more use of encryption brings more challenges in cyber security. Encryption is also used to protect data in transit, for example data being transferred via networks (e.g. the Internet, ecommerce), mobile telephones, wireless microphones, wireless intercoms etc. Hence by encrypting the code one can know if there is any leakage of information.

Marks	1st Examiner	2nd Examiner
05		

5). Choose the most appropriate answer. (2×15= 30 marks)

1). Academic writing is:

The process of breaking down ideas

About what you think and what evidence has contributed to that thinking.

All of the answers are correct

Using deductive reasoning, formal voice, and third person point-of-view

2). It means that academic writing must be impersonal and maintains a certain level of social distance.

Objectivity

Credibility

Partiality

Contextuality

3). It is defined as the copying verbatim of language and ideas of other writers and taking credit for them.

Research

Plagiarism

Citation

Crediting

4). Which technical report documents an observation of people, places, or events to identify common themes in relation to the research problem underpinning the study?

Feasibility Report

Field Report

Operations Report

5). Also known as scientific report, it is a document that describes a process, progress, or results of technical or scientific research:

Business Correspondence

Proposal

Technical Report

6). One significant difference between technical language and lay language is that technical language tends to be more:

Subjective

Exact

Sophisticated

7). Which of the following represents POOR writing in technical documents?

Writing that takes less time to comprehend.

Writing that emphasizes audience benefits.

Writing that requires a reader to gather additional information to comprehend the content.

8). It gives a history of an undertaking over a limited period, or from the date of beginning until the date of writing.

Progress Report

Examination Report

Preliminary Report

9). In what stage of technical report writing does the writer conduct library research and recording of data?

Planning

Designing

Collecting Data

10). The first few sentences in the introduction of a position paper should be dedicated to:

Statement of position on the issue.

Identification of the debatable issue.

Exposition of the strongest argument or claim.

11). Which part of a technical report provides information helpful in understanding the report such as subject and its scope, discussion of the problem, and what has been previously done to solve it.

Discussion

Title Page

Introduction

12). What technical report determines whether something is feasible or not, hence presenting, interpreting, and summarizing the data relevant to study?

Progress Report

Field Report

Feasibility Report

13). What part of a concept paper gives an overview of how the project will be carried out together with any innovative approaches, techniques, and processes employed?

Purpose

Project Description

Methodology

14). If you are assigned to read a newspaper article and argue against the opinions in the article, you should NOT:

Go through the article and refute each of the main points, explaining how stupid the author's views are.

Summarize the author's main arguments and logically express your own views.

Examine all the claims of the author and find loopholes or flaws in the light of logical explanations.

15). Usually, the purpose of a formal technical report revolves around,

Recommending a Course of Action

Making a Claim

Selling a Product

Marks	1st Examiner	2nd Examiner
30		

6). Is it possible to say that in solving one human problem technology creates another? Write an article to a newspaper expressing your opinion. (Use about 200 words).

Marks	1st Examiner	2nd Examiner
15		