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Total No. of Pages : 02

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B.Com.(Hons.)/BA(JAMC)/BHMCT/B.Sc.(Hons.)(Nutrition and Dietetics)/(AI & ML)(BT)/(FD)(G&WD)(IT)/(MLS)/B.Voc. (Beauty Therapy and Aesthetics)/BTTM/BBA/ (Sem.-1)

ENGLISH

Subject Code : BTHU103-18

M.Code : 75085

Date of Examination: 03-01-2026

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

- 1. All questions are COMPULSORY.**
- 2. Q1, Q2 and Q3 carry TEN marks each.**
- 3. Q4 and Q5 carry FIFTEEN marks each**

1. Define Communication. Discuss in detail, the theory of Communication.

2. **Write notes on the following:**

a) Personal, Social and Business communication.

b) Intra-personal, Inter-personal and Group Communication.

3. **Paraphrase the following:**

In recent years, there has been a growing trend towards sustainable living practices as individuals and communities strive to reduce their environmental footprint. This shift towards sustainability encompasses various lifestyle changes, including recycling, composting, energy conservation and eco-friendly transportation options. Additionally, there is increasing interest in renewable energy sources such as solar and wind power, as well as initiatives to promote local food production and minimize waste generation. Sustainable living not only benefits the environment but also contributes to improved public health and economic resilience by fostering resource efficiency and reducing reliance on finite resource.

4. Write a report on the impact of social media on mental health among teenagers.

5. **On the basis of your reading of the following paragraph, answer the questions:**

The rise of Artificial Intelligence (AI) has led to significant advancements in various industries, from healthcare to finance and transportation. AI technologies, powered by machine learning algorithms, can analyze vast amounts of data and make predictions or decisions with, remarkable accuracy and efficiency. In healthcare, AI has been employed to diagnose diseases, personalize treatment plans, and improve patient outcomes. In finance, AI algorithms can analyze market trends, detect fraud, and optimize investment strategies. Similarly, in transportation, AI-driven systems enable autonomous vehicles to navigate roads safely and efficiently, paving the way for the future of mobility. Despite the numerous benefits AI offers, concerns have been raised regarding its potential impact on employment, privacy and ethical considerations.

Answer the questions:

- a) How has Artificial Intelligence (AI) benefited various industries mentioned in the paragraph?
- b) What role do machine learning algorithms play in AI technologies?
- c) Provide examples of how AI is utilized in healthcare, finance, and transportation?
- d) What are some potential concerns associated with the widespread adoption of AI?
- e) Write the meaning of the words: autonomous and navigate.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.