

Q. 2. Write a précis of the following passage and suggest a suitable title:

(20)

Despite complaints from viewers, television commercials are not getting any more realistic. Their makers continue to present idealized people in unreal situations. The wide gaps between their fanciful depiction and the mundane realities of life in most cases make them appear funny as well as repulsive. A footballer suddenly starts scoring goals after consuming a particular energy-drink. A would-be groom avoids hugging his father-in-law because he recalls not having used a particular shampoo that morning. A busy manager leaves an important meeting to grab a dozen packets of his favourite cookies, and so on. The advertisers also persist in showing a version of male-female relationships that can hardly exist in two households in an entire city. A wife panics simply because a meddling neighbor points out that her husband's shirt is dirty, while another fears for her marriage because her finicky husband doesn't like her coffee. What do the advertisers know about us, or how we see ourselves, that make them continue to plunge millions of dollars into these kinds of commercials? They probably don't know that these glamorous and noisy clips in no way promote the product for which they are aired. The reported number of viewers may be heartening and tempting for the manufacturers of the products. It might also be the main reason for them to keep on hiring the advertisers for promoting these products. In fact, however, these advertisements are mostly watched either to laugh at, or because the viewers are unable to skip them by changing the channel as soon as they start.

Q. 3. Read the following passage carefully and answer the questions given at the end.

(20)

Precis:

Most of the viewers complain that commercial makers continue to produce idealistic advertisements. Public find these commercials as amusing and irrelevant.

As they portray the false depictions for the sale of their products. They also depict situations where leaving an important task for a good item seems okay.

Their makers spend a huge sum of money on these advertisement despite the fact that such broadcasting will not promote their products. In fact, public watch them for fun and unable to switch channel immediately.

As a result, their makers continue broadcasting these commercials.

Television Commercials : An Idealistic Portrayal of Reality

Q. 3. Read the following passage carefully and answer the questions given at the end.

(20)

During the past two decades, there has been a mushroom growth of universities and other degree-awarding institutions in Pakistan, which our policy makers consider a source of pride and prestige. This increase in the number of universities and the students enrolled therein has been recurrently projected as a major parameter for quantifying national development. No one can deny the pivotal importance of education for the progress and prosperity of a nation. In the contemporary world human resource has emerged as the greatest asset of unequivocal primacy, and education aims at creating and enhancing that resource. But can it be done through higher education only, or even primarily through higher education? Looking at the developed countries of the world—almost all having progressed by virtue of better human resource—one can easily explore that they don't encourage massive enrolment in universities. In other words, they don't want the domain of higher education open to every member of the population. After completing the 12-year school education (which is both compulsory and free for everyone), students are counseled and assessed for choice of further studies according to interest and aptitude. Those with true interest in academics and research, along with the requisite scholarly aptitude, are encouraged to undertake long-term academic pursuits in universities, while the rest—an overwhelming majority—opt for short-term courses leading to certificates and diplomas in colleges and training institutes. The admission criteria and fee structure of these colleges and institutes vary according to a number of factors. The latter class acquire practical skills in their chosen areas of utilitarian nature, without any undue burden of theoretical discourses. Consequently, due to these marketable skills and practical training, they easily get employed, earn for themselves and contribute to national economy. On the other hand, we produce an unskilled lot of university graduates without even a basic understanding of their subject. They consider themselves highly qualified, but have no meaningful knowledge. Hence, instead of becoming an asset, they become a social and economic liability. We need to realize that, unlike the fundamental right of basic education, higher education should be treated as a privilege of the deserving ones. This realization is imperative for enabling our universities to produce scholars, scientists and researchers as done by the developed world.

Questions:

(4 marks each)

1. What can be inferred from the passage as the main goal of education?
2. What is the benefit of guiding students in the choice of careers?
3. Is the only direct question in the paragraph answered affirmatively or negatively?
4. Which sentence do you think to be the topic sentence of this paragraph, capturing its central point?
5. Which sentence looks redundant and out of place in the context of the paragraph, seeming a later addition rather than part of the original?

Ans 1. The main goal of education is to improve the human resource which is pivotal need of modern world. This human resource could be achieved through primary as well as higher education by selecting right ~~career~~ ^{field} as per capacity of individuals.

Ans 2. Guiding students in choice of careers help in improving human resource which can contribute to national economy. Every person has different capacity and choosing right career for one's life will help him to grow and to develop skills.

Ans 3. The author has compared the condition of Pakistan with other developing countries to highlight a growing concern in education sector. He also provides a viable solution to address that issue ^{which} ~~is~~ other developing states are using.

Ans 4. "The goals of education is to produce skilled people and to improve human resource."

Ans 4. "The goal of education is to improve human resource instead of producing unskilled graduates."

Ans 5. The author started the paragraph with aim of education and linked the condition of Pakistan's educational sector with other developing

states. Then, at the end he talks about education as a fundamental basic right which seems to be irrelevant from context of paragraph.

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Correct any five.

iii- I contacted my five colleagues but all of them did not respond.

I contacted my five colleagues, but none of them responded.

v- Our economical situation is worsening day by day.
Our economic situation is worsening day by day.

iv- I am tired and would not ^{rather} go out this evening.
I am tired and would not go out this evening.

vii- I could not find you there yesterday.
I could not find you there yesterday.

viii- Orphaned in infancy, he was brought about by his grandparents.
Orphaned in infancy, he was brought up by his grand parents.

Translation.

i. آپ اس فیصلے کے مفزات سے ابھی واقف نہیں۔
You are not aware of implications of this decision.

ii. میرا بھائی فلکیات سے ماخوذ نہیں۔
My brother is not a foreteller, rather an astronomer.

iii. ہمیں خود کو نئے حالات کے مطابق ڈھالنا چاہیے۔
We should adapt ourselves to contemporary situations.

iv. سفارتی آداب امتثال رکھنا ضروری ہے۔
It is important to observe diplomatic withstandings.

v. فرقہ پرستی اپنی تعصبات کی جڑ ہے۔
Sectarism is root of many prejudices.