

Allama Iqbal Open University AIOU Solved Assignment Intermediate Autumn 2024 Code 387 Compulsory English-II

Q.1:

Read Unit 1 to learn how to express your likes and dislikes. Now write two paragraphs about your likes and dislikes. Write the first paragraph for your friend whom you are telling these things through email, and the second for a TV reporter who is interviewing you on your getting a good position in exams. Use the expressions of likes and dislikes provided in the book. Express your likes and dislikes about books, games, colours, dresses, food, habits and people etc. Keep in mind the difference between formal and informal expressions.

Example: I like tennis very much\ a lot

I do not like tennis at all.

Ans:

Email to a Friend:

Hey [Friend's Name],

I hope you're doing well and everything's going great for you! I thought it'd be nice to tell you a little about my likes and dislikes, so here it goes. You know how much I love reading books, right? I'm

always reading something! I absolutely enjoy novels, especially those that keep me thinking. Mystery books are my favorite, like detective stories or thrillers. There's something about the suspense and the surprises in the plot that I find so exciting. Sometimes, I even stay up late reading because I don't want to put the book down. But, on the flip side, I have to admit that I'm not a fan of books that are too complicated or philosophical. If a book gets too deep and confusing, I tend to lose interest. I prefer books that are easy to follow, with clear plots and interesting characters. So, if you ever find a good mystery book, please let me know!

When it comes to food, I'm very particular. There are some things I absolutely love, and there are others that I just can't stand. I'm a big fan of Italian food—pizza and pasta, especially. I can have pizza every day and never get tired of it. The cheesy, tomato-filled goodness is just too delicious. And pasta, oh my god, don't even get me started! I enjoy it in so many different ways—spaghetti, lasagna, ravioli, you name it. But, as much as I love these dishes, there are definitely foods I dislike. I really cannot stand spicy food. It's just too hot for me, and it makes me uncomfortable. I know a lot of people enjoy spicy dishes, but I find them way too overwhelming for my taste buds. I also don't like seafood. I know some people love it, but I can't handle the smell or the texture. I'd much rather have a nice grilled chicken or a vegetarian dish instead.

I also have a thing for colors. For some reason, I am totally drawn to shades of blue. It's like they calm me down and make me feel relaxed. Whether it's a soft sky blue or a deep navy blue, I find it peaceful. I guess that's why a lot of my clothes and accessories are in blue. On the other hand, I'm not really into bright or neon colors. They seem too loud and flashy for me. I prefer neutral colors like

grey, white, or beige. They feel more balanced and less in-your-face. I think that's why I like minimalist styles when it comes to clothes and home decoration too. I enjoy simple, clean lines and soft, muted colors.

Speaking of clothes, I have some favorite styles, and I also know what I definitely don't like. I love wearing casual, comfortable clothes—jeans, T-shirts, and sneakers. That's pretty much my everyday outfit. I'm not the type to wear fancy clothes or anything too formal unless I really have to. Don't get me wrong, I do admire how stylish and elegant others look in dresses or suits, but I just don't feel comfortable in them. I'd rather wear something that lets me move around easily. I also tend to avoid clothes that are too tight or uncomfortable. If I can't breathe or move freely in what I'm wearing, then I'm not interested!

When it comes to hobbies, you know how much I enjoy video games, right? I really like playing them in my free time. My favorite ones are usually strategy games, where I have to think ahead and plan out my moves carefully. I enjoy games that require some skill and thought. But, I really don't enjoy action-packed games. You know, the ones where you're just running around, shooting things all the time. They make me feel stressed out and overwhelmed, and I lose interest quickly. I'd rather play something that challenges my brain a bit, like puzzles or games that involve problem-solving. I think that's why I enjoy board games with friends too. We can all sit down, relax, and have fun together, without feeling rushed or stressed.

And you know what? I think we should talk about people too, because they're a huge part of our lives, right? There are definitely

types of people I really like and others I don't enjoy being around. I really admire people who are kind and respectful. There's something special about those who treat others well, no matter who they are. I also appreciate people who are honest and straightforward. I don't like when people are fake or try to be someone they're not. It just doesn't feel right, and I can never really trust them. I also don't like people who are rude or mean to others, especially when they act that way for no reason. It's just unnecessary, and it makes me uncomfortable. I think that's why I tend to surround myself with people who are positive, respectful, and supportive. Life's too short to be around people who bring you down, right?

I'm also pretty set in my habits. You know me—I like having a routine. I'm a person who likes to plan things ahead and stick to my schedule. I find it helps me stay organized and focused. But there are certain habits that I really dislike. For example, I don't like procrastination. It stresses me out and makes everything feel last-minute, and I know it's not good for me. I also dislike people who constantly cancel plans or don't follow through with their commitments. I value reliability and trust, and when people let me down, it's hard to feel good about them. That said, I try to be patient and understanding because I know everyone has their moments, but I do appreciate when people keep their word.

Anyway, I hope that gives you a better idea of what I like and dislike. I'd love to hear about your preferences too next time we chat. Let me know what books, foods, or hobbies you're into these days. We should catch up soon!

Take care and talk to you soon!

Best,

[Your Name]

Interview with a TV Reporter:

Good evening, and thank you for having me here today. I'm really excited to be speaking with you about my recent success in the exams. I think it's important to share a little about my interests and preferences, as they've played a big role in shaping who I am and how I approach challenges like studying and preparing for exams. First, I've always been an avid reader. I've loved books for as long as I can remember. My favorite types of books are thrillers and historical fiction. The suspense, the twists in the plot, and the depth of the characters really draw me in. I find that reading books helps me relax and escape from everyday stresses. However, I must say that I don't enjoy books that are too theoretical or academic unless they are related to my field of interest. I tend to get bored quickly with texts that are overly complex or dry, so I prefer something that I can engage with easily. Books are one of the ways I unwind after a long day of studying.

In terms of food, I have a pretty clear idea of what I enjoy. I'm a big fan of classic comfort food, especially Italian dishes. Pasta, pizza, and lasagna are at the top of my list. There's just something about a perfectly cooked bowl of pasta that brings me so much comfort. On

the other hand, I'm not fond of overly spicy foods, as they tend to upset my stomach. I also don't enjoy seafood, even though it's a popular dish in many cultures. The smell and texture don't appeal to me at all. But I love fresh fruits and vegetables, and I try to keep a balanced diet to stay energized for studying and work. I believe good nutrition is key to maintaining focus and mental clarity.

When it comes to colors, I find that I'm drawn to more neutral tones. I think they reflect my personality, which is fairly calm and organized. I'm especially fond of soft blues, greys, and whites. They feel peaceful and soothing to me. Bright, flashy colors, like neon greens or pinks, don't really catch my eye. I prefer simplicity, whether it's in clothing, home decor, or even design. I think there's a certain elegance in minimalism, and it's something I try to incorporate into my life. I tend to wear simple, comfortable clothes like jeans and T-shirts, and I feel best when I don't have to worry about being too dressed up or fancy. For me, comfort is key, and I try to avoid wearing clothes that are restrictive or uncomfortable.

As for hobbies, I enjoy activities that challenge me both mentally and physically. I'm really into puzzles and games that require strategy. I like solving problems and figuring out different approaches to get the best result. I also enjoy playing chess—it's a game that forces me to think several steps ahead, and I find it both stimulating and relaxing at the same time. However, I'm not a fan of games that are chaotic or too fast-paced. I don't enjoy action games where there's a lot of noise and rapid movement. I prefer activities that require focus and patience, whether it's studying, doing puzzles, or even just taking a walk to clear my mind.

Regarding people, I strongly believe in kindness and respect. I really admire individuals who are hardworking and have a clear vision for their goals. People who are determined and don't give up easily inspire me. At the same time, I dislike when people are inconsiderate or dismissive of others. I think it's important to treat everyone with fairness and understanding. I also find it hard to connect with people who are unreliable or procrastinate too much. I like being around people who are responsible.

Thanks

X.Y.Z

Q.2

In Unit 2 of your textbook, you have learnt several important language functions such as introduction, greetings, apologizing, expressing agreement, disagreement, likes and dislikes, requesting and granting permission, giving reasons, or making plans. Here are a few short sentences. Read the sentences quickly and choose the appropriate function for each sentence from the list given in the box. Write it in front of the sentence.

Example:

Hello! How are you? (Greeting)

This is my college friend Salma. (Introduction)

1 This container contains fragile items. Handle with care.

2 I am thinking of leaving for England next week. There I am going to stay with my cousin for a week and will be back by the end of the month. _____

3 X: We are going to Kalar Kahar next Monday. I was wondering if you could join us. _____

4 Y: I'm sorry I'm expecting some visitors next Monday.

5 I think I would not go for yellow colour. I would rather prefer blue. _____

6 X: I wonder if I could possibly use your phone?

Y: I'm sorry, that's not possible. It's out of order again.

7 I intend to see my teacher tomorrow. _____

8 First we have to boil water in order to make coffee.

(16)

Functions

stating intentions, preference, refusal, seeking permission, instructions, regrets, warning, invitation

Ans:

Here are the appropriate functions for each sentence:

1. This container contains fragile items. Handle with care.

(Warning)

2. I am thinking of leaving for England next week. There I am going to stay with my cousin for a week and will be back by the end of the month.

(Stating intentions)

3. X: We are going to Kalar Kahar next Monday. I was wondering if you could join us.

(Invitation)

4. Y: I'm sorry I'm expecting some visitors next Monday.

(Regrets)

5. I think I would not go for yellow colour. I would rather prefer blue.

(Preference)

6. X: I wonder if I could possibly use your phone?

(Seeking permission)

Y: I'm sorry, that's not possible. It's out of order again.

(Refusal)

7. I intend to see my teacher tomorrow.

(Stating intentions)

8. First we have to boil water in order to make coffee.

(Instructions)

Q.3

Read the text carefully and make notes from Unit 2 on page 44 (Fortune-teller) Section C of your textbook to learn more about it.

- 1 When did the writer go to see the fortune-teller?
- 2 How did the fortune-teller tell the future?
- 3 What were her predictions about the writer's.
 - A. life?
 - B. business?
 - C. marriage?
 - D. house?
 - E. children?
- 4 What happened while she was running to the door?
- 5 Why did the writer kill her?
- 6 What's the writer going to do tomorrow.
- 7 Will the police catch him?
- 8 Why/Why not?

Ans:

1. When did the writer go to see the fortune-teller?

- The writer went to see the fortune-teller on a rainy afternoon.

2. How did the fortune-teller tell the future?

- The fortune-teller told the future by looking at the palm of the hand and using a crystal ball.

3. What were her predictions about the writer's:

A. Life?

- She predicted that the writer's life would be full of success and happiness.

B. Business?

- She said the writer's business would prosper and he would make a lot of money.

C. Marriage?

- She predicted that the writer would marry a woman with dark hair and she would bring him great joy.

D. House?

- She told the writer that he would live in a large house with a garden.

E. Children?

- The fortune-teller predicted that the writer would have two children, a boy and a girl.

4. What happened while she was running to the door?

- As she was running to the door, she tripped and fell. During this moment, the writer pulled out a knife and attacked her.

5. Why did the writer kill her?

- The writer killed the fortune-teller because he realized that the predictions she made were about his own future. He didn't want to face it, especially the part about having children, which made him feel trapped. His violence was driven by the fear of his own destiny being revealed.

6. What's the writer going to do tomorrow?

- The writer plans to leave town and hide. He is going to start a new life somewhere far away, where he can escape the consequences of his actions.

7. Will the police catch him?

- The police won't catch him because he plans to disappear without a trace. The writer believes he has planned everything perfectly to escape.

8. Why/Why not?

- Why not? The writer is confident that the police won't catch him because he will leave no evidence behind and he will change his

identity. The writer feels that he has committed the perfect crime, and with no witnesses, he believes he can escape.

These notes should give you a clear understanding of the key points in the Fortune-Teller story. Let me know if you'd like further clarification!

Q.4

Read Unit 3 of the textbook and explain the imperative sentences with examples. What is the difference between stated meaning and implied meaning?

Ans:

Imperative Sentences

Imperative sentences are sentences that give commands, requests, instructions, or advice. They are typically used to tell someone to do something or to make a suggestion. In these sentences, the subject is usually implied, not explicitly stated. The subject is usually the person being addressed (you), but it's understood without being mentioned.

Structure of Imperative Sentences:

- Affirmative Imperative Sentence:

- Example: "Please close the door."

- **Explanation:** This is a direct command, telling someone to close the door. The subject you is implied.

- **Negative Imperative Sentence:**

- **Example:** "Don't touch that!"

- **Explanation:** This is a command telling someone not to do something. Again, the subject you is understood.

Examples of Imperative Sentences:

1. Commands:

- "Sit down."
- "Finish your homework."

2. Requests:

- "Please pass the salt."
- "Could you open the window?"

3. Instructions:

- "Add two cups of water."
- "Mix the ingredients well."

4. Suggestions/Advice:

- "Take a break."

- "Try talking to her."

In all of these examples, the subject you is implied and doesn't need to be stated directly. In informal contexts, you can also use please to make a request more polite.

Difference Between Stated Meaning and Implied Meaning

- **Stated Meaning:**

- The stated meaning is the direct or literal meaning of a sentence. It is the exact message that is communicated without any hidden message or underlying interpretation. When something is stated clearly, there is no ambiguity, and the meaning is straightforward.

- **Example:**

- "Please take out the trash."
 - Stated meaning: The speaker is directly asking someone to take out the trash.

- **Implied Meaning:**

- The implied meaning refers to the indirect or suggested meaning that is not explicitly stated but can be understood based on context, tone, or the situation. The listener is expected to infer the meaning, often based on shared knowledge or understanding.

- **Example:**

- "It's getting really full in here."

- Implied meaning: The speaker might be suggesting that people should move or that the room is too crowded, even though it's not directly stated.

Difference Explained with Examples:

1. Stated Meaning:

- "Please pass the salt."

- Stated meaning: The speaker is asking someone to give them the salt. This is a direct request, and the meaning is clear.

2. Implied Meaning:

- "Could you pass the salt?" (Said when the salt is right next to the person but they haven't made an effort to hand it over.)

- Implied meaning: The speaker is suggesting, in a polite way, that the person should pass the salt. The request is implied by the context — that the speaker is waiting for the action to happen.

3. Stated Meaning:

- "Don't leave the door open."

- Stated meaning: This is a direct command, asking someone not to leave the door open.

4. Implied Meaning:

- "The door's been open for a while."

- **Implied meaning:** The speaker is indirectly suggesting that someone should close the door, though this is not directly stated. The speaker expects the listener to understand the implied message.

In Summary:

- Imperative sentences are used to give commands, requests, advice, or instructions. They often omit the subject "you" because it is implied.
- Stated meaning is the literal or direct meaning of a sentence.
- Implied meaning is the meaning that is suggested or inferred from context, tone, or situation, rather than being directly stated.

Q.5:

Write a letter to a friend you know has been facing some problems. Ask him or her how he / she is doing and if he / she needs your help. Read Unit 3 for guidance on writing informal letters.

Ans:

Here's a sample letter to a friend who has been facing some problems, based on the guidance from Unit 3 on informal letters:

[Your Address]

[City, Postal Code]

[Date]

Dear [Friend's Name],

I hope this letter finds you in good health and high spirits. I've been thinking about you a lot lately and wanted to check in to see how you are doing. I know you've been going through some tough times, and I just wanted to let you know that I'm here for you, no matter what.

How have you been holding up? Are things getting any better? I can imagine how difficult it must be, but I'm sure that with time, things will start to improve. Please remember that you don't have to face everything on your own. If you ever feel like talking or need some help with anything, don't hesitate to reach out to me. I'm more than happy to lend a hand, whether it's just for some advice, running errands, or even just chatting to take your mind off things. You're not alone, and I'm only a phone call away.

I really hope you are taking care of yourself, both physically and emotionally. It's so important to give yourself some time to relax and recharge, especially when things get overwhelming. I know you're strong, and I believe in your ability to get through this. But please, let me know if there's anything I can do to make things a little easier for you. I miss our times together, and I can't wait for the day when we can meet up and catch up properly.

Take care of yourself, and remember, I'm always here whenever you need me. Looking forward to hearing from you soon!

With love and best wishes,

[Your Name]

Q.6:

You have read in Unit 4 how to ask questions to get information. Make question sentences using the following points for getting information. (10)

Example: Pashmina shawls, please

Which colour would you prefer?

- i. A glass of apple juice, please.
- ii. I usually get up at 7 o'clock.
- iii. I paid five thousand rupees to the tailor.
- iv. Today's special

Ans:

i. A glass of apple juice, please.

Question:

- What size of glass would you like for the apple juice?

- Would you prefer your apple juice with ice or without?

ii. I usually get up at 7 o'clock.

Question:

- What time do you usually get up in the morning?

- Do you wake up at 7 o'clock every day?

iii. I paid five thousand rupees to the tailor.

Question:

- How much did you pay the tailor for the work?

- What did you get tailored for five thousand rupees?

iv. Today's special.

Question:

- What is today's special dish?

- Could you tell me what the special of the day is?

Q.7

Preparing an effective Curriculum Vitae is one of the most important jobs in a person's career. Construct a Curriculum Vitae for digital marketing manager for planning and coordinating the marketing policies and program, following the sample given to you in Unit 5 of your textbook.

Ans:

Curriculum Vitae

Personal Information:

- **Name:** [Your Full Name]
- **Address:** [Your Address]
- **Phone:** [Your Phone Number]
- **Email:** [Your Email Address]
- **LinkedIn:** [LinkedIn Profile URL]
- **Date of Birth:** [Your Date of Birth]
- **Nationality:** [Your Nationality]

Career Objective:

A highly motivated and results-driven Digital Marketing Manager with over [X] years of experience in planning, implementing, and overseeing digital marketing strategies. Skilled in leading teams, managing social media campaigns, SEO/SEM, email marketing, content creation, and web analytics. Seeking to leverage expertise in driving growth and improving brand visibility for [Company Name] as a Digital Marketing Manager.

Professional Experience:

Digital Marketing Manager

Company Name | [City, Country]

Dates of Employment: [Month, Year – Present]

- Developed and executed digital marketing strategies, increasing brand visibility and engagement by [X]%.
- Managed and optimized SEO, SEM, and PPC campaigns, resulting in a [X]% increase in traffic and [X]% reduction in cost-per-click.
- Led content creation and management across various platforms (websites, blogs, social media, and email).
- Coordinated social media marketing strategies that grew the company's online following by [X]% in [timeframe].
- Managed and executed email marketing campaigns, achieving an average open rate of [X]% and click-through rate of [X]%.

- Analyzed web traffic data and produced actionable insights to improve overall performance.
- Collaborated with cross-functional teams including design, development, and sales to ensure marketing efforts were aligned with overall company goals.
- Managed marketing budgets and allocated resources efficiently to achieve maximum ROI.

Senior Digital Marketing Specialist

Company Name | [City, Country]

Dates of Employment: [Month, Year – Month, Year]

- Planned and coordinated all aspects of digital marketing campaigns, including social media, PPC, and affiliate marketing.
- Conducted market research to identify new trends and opportunities in digital marketing.
- Led content marketing strategies to create engaging blog posts, newsletters, and web content.
- Utilized Google Analytics and other tools to monitor and track campaign performance, making necessary adjustments to improve results.
- Improved customer engagement and conversions through targeted advertising campaigns.

Digital Marketing Assistant

Company Name | [City, Country]

Dates of Employment: [Month, Year – Month, Year]

- Assisted in the planning and execution of digital marketing campaigns, including social media management and content development.
- Provided administrative support to the marketing team, including preparing reports and tracking campaign results.
- Coordinated social media posts and schedules for various platforms like Facebook, Instagram, and LinkedIn.
- Conducted keyword research and helped optimize on-page content for SEO.

Education:

Master of Business Administration (MBA) in Marketing

University Name | [City, Country]

Graduation Year: [Year]

Bachelor of Science in Marketing

University Name | [City, Country]

Graduation Year: [Year]

Certifications:

- **Google Ads Certification**

Issued by Google, [Year]

- **HubSpot Inbound Marketing Certification**

Issued by HubSpot Academy, [Year]

- **Facebook Blueprint Certification**

Issued by Facebook, [Year]

- **Google Analytics Certification**

Issued by Google, [Year]

Skills:

- Digital Marketing Strategy
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM) & Google Ads
- Social Media Marketing & Management
- Content Marketing & Blogging
- Email Marketing Campaigns

- Google Analytics & Web Traffic Analysis
- PPC Campaigns & AdWords
- Conversion Rate Optimization
- Team Leadership & Collaboration
- Market Research & Data Analysis
- CRM Systems (e.g., Salesforce, HubSpot)

Technical Skills:

- **Tools:** Google Analytics, SEMrush, Ahrefs, MailChimp, Hootsuite, Buffer, WordPress, Shopify, Wix
- **Advertising Platforms:** Google Ads, Facebook Ads, LinkedIn Ads, Instagram Ads
- **SEO Tools:** Moz, Yoast SEO, Screaming Frog
- **Design Tools:** Canva, Adobe Photoshop, Adobe Illustrator

Languages:

- **English:** Fluent (Written & Spoken)
- **[Other Language]:** [Proficiency Level]

References:

Available upon request.

Additional Information:

- **Availability:** Available to start within [X] weeks.
- **Portfolio:** [Include link to personal website or portfolio, if applicable]

Q.8

Unit 5 is about Accepting and Declining invitations. How would you invite, accept, and decline the following sentences? Follow the example. (10)

Inviting: How about a game of football on Monday?

Accepting: How about a game of football on Monday?

Declining: Sorry, I'm busy.

1. Inviting: Would you like to come to the theater with me tonight?

Accepting.....

Declining.....

2. Inviting Will you join me for tea?

Accepting.....

Declining.....

3. Inviting How about coming to the picnic at the football club?

Accepting.....

Declining.....

4. Inviting: Would you like to have breakfast with me tomorrow?

Accepting.....

Declining.....

Ans:

1. Inviting:

Would you like to come to the theater with me tonight?

Accepting:

- "Sure, I'd love to join you at the theater tonight!"

- "That sounds like a great idea! I'd love to come."

Declining:

- "Sorry, I already have plans tonight."

- "I'd love to, but I'm afraid I'm busy this evening."

2. Inviting:

Will you join me for tea?

Accepting:

- "Yes, I'd love to join you for tea!"
- "That sounds wonderful! I'd be happy to join you."

Declining:

- "I'm sorry, I can't make it for tea today."
- "I appreciate the invite, but I'm not able to join you for tea."

3. Inviting:

How about coming to the picnic at the football club?

Accepting:

- "That sounds like fun! I'd love to join the picnic."
- "I'd be happy to come to the picnic! What time does it start?"

Declining:

- "I'm sorry, I won't be able to make it to the picnic."
- "Thanks for the invite, but I have other plans on that day."

4. Inviting:

Would you like to have breakfast with me tomorrow?

Accepting:

- "Yes, that would be great! I'd love to have breakfast with you."
- "I'd love to! What time should we meet?"

Declining:

- "Sorry, I have other plans for tomorrow morning."
- "Thanks, but I won't be able to join you for breakfast."

Studyvillas.com