

2019

(October)

ENGLISH

(Common Paper for B.Com,
BCA and BSW)

(Compulsory English)

Marks : 75

Time : 3 hours

The figures in the margin indicate full marks
for the questions

SECTION—I

1. Examine Ruskin Bond's vision of childhood. 10

Or

Discuss the disadvantages of advertising
according to Herman Wouk.

2. Discuss J. R. D. Tata's management style. 5

Or

Give a brief account of J. R. D. Tata's
emphasis on human relations.

3. Discuss the theme of the poem, *Do Not Go
Gentle Into That Good Night*. 10

Or

In the poem, *Stopping by Woods on a Snowy
Evening*, what do the Woods symbolize?

20D/110

(Turn Over)

(2)

4. Discuss the relationship between nature and
humanity in the poem, *View with a Grain
of Sand*. 5

Or

How does Szymborska challenge the readers
to examine perfection in nature?

5. Write an essay on any one of the following : 10

- (a) Plastic Pollution
- (b) Water Conservation
- (c) Social Networking for Promoting
Business
- (d) An Unforgettable Family Reunion

Or

Write a précis of the following passage and
give a title :

In modern times there have been many
changes in social conditions which have
affected the institution of the family. The
family is no longer the unit for production.
Production is now undertaken by industrial
and commercial institutions. At one time
children used to be regarded as an economic
asset since they worked with the adults and
started to earn very early. Today even
children from poor families spend more time
in schools provided by the State, and are
regarded as a liability rather than an asset.

20D/110

(Continued)

(3)

In most countries women today play a
different role; they are no longer confined to
the home. Men and women together share
the responsibilities of child-care, education
and earning a livelihood. The close circle of
kin related to the family by blood or by
marriage is not as close as it used to be.
This is largely because all the members of a
family no longer follow a trade or profession
together, nor do they always live in close
physical proximity.

SECTION—II

PART—A

6. Draft an application letter for the post of
Marketing Manager in a reputed multi-
national company. Mention your quali-
fications and work experience. 8

Or

As a parent, write a letter to the Principal of
a reputed college requesting admission for
your son into the Bachelor's programme
offered by the institution.

7. Draft a call letter for a written test to be held
for the post of an accountant. 7

Or

Write an appointment letter for a candidate
who has passed the interview for the post of
Senior Sales Executive in your firm.

20D/110

(Turn Over)

(4)

PART—B

8. (a) Attempt any one of the following : 10

(i) Draft a show cause notice to
an employee of your firm, asking
him/her to explain his/her
habitual unpunctuality.

(ii) As the General Manager of a
Nationalized Bank, draft a circular
informing all customers regarding
the opening of a new branch.

(iii) Draft a memo to your employees
in the accounts section, informing
them of a one-week training
programme in digital accounting.

Or

(b) Draft a letter of dismissal to an
employee in your firm for misappro-
priation of office funds. Mention that
the employee concerned has been given
repeated warnings but to no avail,
hence the drastic action.

9. Answer the following : 10

(a) What are the guidelines for writing
email messages?

Or

(b) Write a series of slides for a presen-
tation that you will have to make to
the Principal/Head of your institution
in which you argue for the need
to include a compulsory course on
computer literacy for all students.

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20D—5000/110

5/CEC-1 (Syllabus-2015)