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AECEN4.2

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IV Semester B.Com./B.B.A and Other Courses Coming Under the Faculty of
Commerce and Management Degree Examination, September - 2023

GENERIC ENGLISH

Language English - IV(Envision - IV)

(NEP Scheme)

Time : 2½ Hours

Maximum Marks :60

Instructions to Candidates:

1. Read the instructions carefully before writing the answer.
2. Write the correct question number.

SECTION -A

(40 Marks)

I. Write short notes on any Two of the following in about a page each. (2×5=10)

1. Meenakshi
2. Dr. Pal
3. Margayya's activities under the Banyan tree.

II. Answer any Two of the following in about two pages each. (2×10=20)

1. Give an account of Margayya's efforts to please Goddess Laxmi.
2. Bring out the significance of the title of R.K. Narayan's novel 'The Financial Expert'.
3. Briefly discuss Margayya's relationship with his family.

III. Answer any two of the following in about a page each. Select atleast one each from poetry and TED Talks. (2×5=10)

1. Robert Frost's 'Poetry begins in delight and ends in wisdom'. Discuss with reference to "Stopping by the Woods on a snowy Evening".
2. "Anger could turn into a great power" Says Kailash satyarthi. Elaborate.
3. What suggestion does Preethi Srinivasan give to bring the marginalised disabled to the centre in "Destigmatizing disability".

[P.T.O.]



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SECTION - B

(20 Marks)

IV. Technical Writing (any one)

(1×5=5)

1. Share your experience of visiting a place which you liked most in about 80 to 100 words.
2. Write an article on the importance of education in life.

V. E-mail (any two)

(2×5=10)

1. Compose an appreciation e-mail to the Director, Red cross for joining with your college in organising a Blood donation camp.
2. Draft an e-mail congratulating your Principal for getting 'A' grade to your college from the education department.
3. Due to heavy rains, your business is dull. Hence, you have not paid the installment (EMI) of your loan taken from Bank of India. Write an apology e-mail to the bank manager stating the reason for not paying the regular installment of your loan.

VI. Social Media Content writing.

(2+2+1=5)

1. What is the work of a social media content writer?
2. Define a blog.
3. Travel blogs are also known as ----.