

**5/CEC-1 (Syllabus-2015)**

**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?

( 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.

( 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 qualifications 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.

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 misappropriation 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 presentation 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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