

Odd Semester, 2020

(Held in March, 2021)

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. How does Ruskin Bond describe his childhood days in Jamnagar? 10

Or

Elaborate on the evils of advertising as postulated in Wouk's essay, *A Talk on Advertising*.

2. What were the challenges that JRD Tata faced when he tried to establish India's first airlines? 5

Or

Why did JRD Tata take up the role of chairman of Tata industries at a young age?

3. Discuss how *Stopping by Woods on a Snowy Evening* shows the poet's love for nature. 10

Or

The poem *Do Not Go Gentle into That Good Night* urges us not to surrender to death tamely. Elaborate.

4. Briefly explain the significance of the title of the poem *View with a Grain of Sand*. 5

Or

Give a summary of the extract from *View with a Grain of Sand*.

5. Write an essay on any one of the following : 10
(a) Economic Impact of Covid-19
(b) India in 2030
(c) Social Networking or Social Isolation
(d) My last year in College

SECTION—II

PART—A

6. Draft a proposal to the head of your institution regarding the introduction of a course in mushroom cultivation. 8

Or

Write a letter to a bank asking for a loan to set up a small cottage industry in your area. Try to convince them of the feasibility of your plan and also of your ability to repay the loan.

(3)

7. Write a letter of recommendation for one of your employees who is leaving your firm for a job in a bigger company. 7

Or

Write an application for the post of General Manager of a reputed financial institution. Mention your qualifications and previous experience.

PART—B

8. Attempt any *one* of the following : 10

- (a) Draft a show-cause notice to an employee of your firm, asking him/her to explain his/her unauthorized absence from work and why action should not be taken against him/her.
- (b) Draft a memo to an employee asking him to submit the report of a project that was assigned to him 3 months back.
- (c) You are the coordinator of the Social Initiative Cell of your College. On World Mental Health Day this cell will be organizing an awareness and counselling campaign. Write a notice and agenda for a meeting to be held to discuss the programme mentioned above.

(4)

9. Answer the following question : 10

- (a) As an advertising agent, write a series of presentation slides for a new brand of LED TV sets.

Or

- (b) What is the basic etiquette for email messages?

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