



AECEN4.2

Reg. No.

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IV Semester B.Com./B.B.A. and Other Courses Degree Examination,

July/August - 2024

GENERIC ENGLISH

Language English - IV (Envision - IV)

(NEP Scheme Freshers and Repeaters)

Time : 2 ½ 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. Balu
2. Margayya's Red Accounts Book
3. Dr. Pal

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

1. Analyze the theme of fate versus free will in *The Financial Expert*.
2. What commentary does the novel offer on the value of education?
3. Explore the narrative style and plot structure of *The Financial Expert*.

[P.T.O.]





(2)

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III. Answer any Two of the following in about a page each. Select at least One each from poetry and TED Talks: (2×5=10)

1. Analyze the relationship between the individual and nature in “Stopping by Woods on a Snowy Evening”.
2. Discuss the global impact of Kailash Satyarthi’s initiatives to combat child labour and promote education.
3. How did Preeti Srinivasan who is specially-abled, transcend all odds?

SECTION - B

(20 marks)

IV. Technical Writing (any One). (1×5=5)

1. You recently visited a famous place, give details of the timeline and journey schedule.
2. Write an article on the impact of social media on mental health among teenagers.

V. E-mail (any Two). (2×5=10)

1. You have recently purchased a product online and encountered some issues with its functionality. Write an email to the customer support team describing the problem in detail and requesting assistance or a replacement.
2. You have been selected as a volunteer for a charity event organized by a local NGO. Draft an email to the event coordinator confirming your availability, expressing your enthusiasm for participating, and inquiring about any specific tasks or requirements.



3. Write an email to the admissions office of a university of your choice abroad, requesting information about the postgraduate programs, admission requirements, and scholarship opportunities for international students.

VI. Social Media Content Writing.

(2+2+1=5)

1. List two types of blogs.
 2. What role does a content writer play in an organization?
 3. State one advantage of having an online portfolio or profile.
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