

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.]



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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.



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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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