HORIZON COLLEGE LIBRARY

SBBEN301/SHMEN301

III Semester B.B.A. BHM, BTTM, BBA - AVIATION MANAGEMENT DATA ANALYTICS, E - COMMERCE Degree Examination, December/January-2025/26

(SEP Scheme - Freshers)

LANGUAGE ENGLISH - III

Paper : III

Time : 3 Hours **Maximum Marks : 80**

Instructions :

1. ***Read all the instructions carefully and write the answers.***
2. ***Write the question numbers correctly.***

SECTION - A

(Literary Component - 40 Marks)

I. Answer any five of the following in one or two sentences. **(5×2=10)**

1. Juliette's villa for sale was located near which area in the play *Villa for Sale?*
   a. Joinville, the French Hollywood
   b. Hollywood
   c. Paris
   d. Normandy
2. Juliette wanted to sell the villa for _____ francs in the play *Villa for Sale*. (Fill in the blank).
3. Mention the name of the shoe stall in the story "Quality"
4. What is Mr. Gessler's attitude toward mass-produced boots in John Galsworthy's "Quality"?
5. Which communities' reconciliation did Gandhi seek through his fast?
6. When was Gandhiji's last fast undertaken?
7. How do the leaves react to the moonlight in H.L.V. Derozio's poem "A Walk by Moonlight"?

II. Answer any Two of the following in about a page each. **(2×5=10)**

1. Explain the central theme of the play *Villa for Sale.*
2. What suggestion did the maid have for Juliette? Why did she make the suggestion? Answer with reference to the play *Villa for Sale.*
3. Sketch the character of Juliette with reference to the play *Villa for Sale.*

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III. Answer any one of the following in about two pages each. (1×10=10)

1. Explain, in your own words, the way the speaker depicts the moonlight, highlighting the imagery and emotions conveyed in the poem "A Walk by Moonlight".
2. "Quality" can be read as a quiet protest against the loss of human values in a commercial world. Justify your answer.
3. Gandhi concludes his speech by saying, "The fast is a process of self-purification." Do you agree with Gandhi's idea?
4. Gaston pretended to own the villa and presented his arguments in front of Mrs. Al Smith? Elaborate how the business of sale happened in the play *Villa for Sale.*

IV. Answer any Two of the following in about a pages each. (2×5=10)

1. What is the speaker's view of the relationship between man and nature as depicted in the poem "A Walk by Moonlight"?
2. There seems to be a tussle between big business and businesses that rely on craft and experience. How does the author bring this out in the story "Quality"?
3. Describe the scene in Delhi on 9th September as found in Gandhiji's speech 'On the Eve of His Last Fast.

SECTION - B

(Grammar - 40 marks)

V. A. Answer any one of the following. (1×5=5)

1. Mention and explain any four channels of communication within a business organisation.
2. What are the differences between Oral and Written communication?

B. Answer any five of the following. (5×1=5)

1. Edit and rewrite the following in crisp, concise language :

   "This analytical report has been carefully developed to present a comprehensive overview of student performance, learning outcomes, and academic progression across various departments."

2. Use bullet points to convey the following information.

   When you need to write a long e-mail be brief so that the readers do note have to scroll, try to include an executive summary at the top of the document.

3. Mention the three components of Editing.
4. _____ messages are designed while buying a product.

   (Negative messages/ Persuasive messages)

5. Provide one example for a positive message that could be communicated through e - mail.
6. Write the content part of an e-mail to your manager on why you have been unable to complete a project report.

VI. Answer any one of the following. **(1×5=5)**

1. Write a letter to the principal of your college requesting him/her to allow you five days leave. Remember to mention clearly the dates on which you need leave and your reasons for wanting it.
2. Write a complaint letter to the Cafeteria Manager regarding the declining food hygiene standards in your college cafeteria.

VII. Answer any two of the following. **(2×5=10)**

1. The summer season is about to begin within a month. As a textile merchant, you want to purchase cotton clothes and dresses for sale. Draft a letter of enquiry to a manufacturer of such garments.
2. You are Ravi Menon, a customer of Sunrise Electronics, Kochi. You recently purchased a microwave oven (Model No. SE-450) from their store, but it has stopped working within two weeks of purchase despite following all usage instructions. Write a complaint letter to the Customer Service Manager of the company, explaining the issue, requesting immediate repair or replacement, and asking for prompt action under the warranty terms.
3. Your company offers editorial services to aspiring authors. Draft a sales letter to send to a young first-time author offering her your services and providing details of the work done by your company in the past.

VIII. Answer any two of the following. **(2×5=10)**

1. You are the Secretary of the Literary Club of City College, Kolkata. Write a notice inviting students to participate in an Essay Writing and Debate Competition to be held as part of Literary Week 2025. Include details such as date, time, venue, topics, word limit, and the last date for registration.
2. You are the Secretary of the Debate Club of Riverside College, Mumabi. A meeting has been called to organize the Inter-College Debate Competition next month. As the Secretary, draft the agenda of the meeting, including the date, time, venue, and main points to be discussed.
3. Write a formal resolution for the following situation : Your college wants to introduce a digital library for students.

IX. Answer any one of the following. **(1×5=5)**

1. Briefly explain how PR helps an organization.
2. Mention five steps to optimise Internal PR.

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