526575

SBBEN401

IV Semester B.B.A./B.H.M/B.T.T.M/B.B.A. (Aviation Management), Data Analytics/E-Commerce Degree Examination, June/July - 2026

NEW HORIZON COLLEGE LIBRARY KASTURINAGAR BANGALORE-43

(SEP Scheme)

ENGLISH (General)

Language English - IV

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. In the novella, *The Blue Umbrella* where did Binya first see the blue umbrella?
   a. At the village fair
   b. With tourists having a picnic.
   c. In Ram Bharosa's shop.
   d. At her school
2. How much money did Ram Bharosa offer Rajaram to steal the umbrella?
3. Binya kept her umbrella open even when it was not raining. **True/False**
4. What was Binya occupied with during Rajaram's attempt to steal the umbrella?
5. According to Daniel Kahneman's research, which moments do people mostly remember from family holidays?
6. Mention the place that Indira Nooyi hails from.
7. In the poem, *Where the Mind is Without Fear,_____ stretches its arms towards perfection?*

[P.T.O.

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

1. Explore the positive effects of holiday traditions and rituals as depicted in the essay *An Anthropologist Explains Why We Love Holiday Rituals and Traditions.*
2. Elucidate the qualities of Indira Nooyi which helped her to rise to the top of the PepsiCo ladder.
3. What type of country does Tagore imagine in the poem *Where the Mind is Without Fear?* Explain.

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

1. The essay *An Anthropologist Explains Why We Love Holiday Rituals and Traditions* discusses why we not only give importance to holiday rituals and traditions, but cherish them. Justify.
2. Indira Nooyi is considered a role model for young entrepreneurs. Substantiate with reference to her journey at PepsiCo.
3. The poem *Where the Mind is Without Fear* is an expression of the poet's reflective spirit and a prayer for his country. Substantiate.
4. Kindness is more important than the material possessions. Elaborate with reference to the novella *The Blue Umbrella.*

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

1. Describe the character of Binya. What values does she display in the novella *The Blue Umbrella?*
2. Narrate the incident of Binya's encounter with the picnickers.
3. Explain how Ruskin Bond highlights the theme of envy and its consequences in *The Blue Umbrella.*

SECTION - B

(Grammar - 40 marks)

V. Answer any One of the following questions. **(1×5=5)**

1. Prepare a persuasive presentation on the topic "The need for courses on Communicative English for third year students".

(OR)

2. Create a decision-making presentation on increasing digital addictions amongst the children that helps the stake holders such as parents, school management and teachers to take decisions on actions that will help students engage in more group and non-digital activities.

VI. A. Answer the following questions. **(4×1=4)**

1. Read the transcript of the discussion and fill in the blanks with appropriate phrases given below:

Options are .
- I completely agree with
- I think
- I would like to add
- Just a moment, please
- I am sorry but I see it a little differently
- You are right

Evaluator: Your time starts now. Who would like to begin?

Radha:_____ junk food should not be sold in schools because it makes children unhealthy and overweight.

Arun:_____, Radha.Kids should be protected from unhealthy eating habits early.

Neha:_____, Arun, but if we ban it completely, students will just buy it from shops outside school.

Kushal: _____, Neha, Instead of a ban, schools can sell healthy snacks like fruits and sandwiches.

(OR)

2. Asha, Varun, Rutvi and Siri are asked to have a group discussion on 'Are e-books better than printed books?' What expressions would you use in the following situations?
   a. Expressing opinion
   b. Asking for your opinion
   c. Expressing agreement.
   e. Offering Suggestions.

VI. B. Answser any Four of the following questions **(4×1=4)**

1. Write how you introduce yourself in an interview.
2. Improve the following answer:

   Q: Could you tell us what salary you expect?

   A: I have absolutely no idea.
3. The Five-K approach does not include _____
   a. Know your goal
   b. Know yourself
   c. Know your Salary
   d. Know your Resume.
4. Take your seat as soon as you enter the interview hall. **True/False.**
5. How would you answser a question "Give me any two reasons why people quit"?

VII. Write a summary for the following passage. Give an appropriate title for the summary: **(1×4=4)**

Career planning is a structured approach to defining professional goals and outlining the steps to achieve them. It begins with self-assessment, where individuals evaluate their interests, strengths, values, and skills. This clarity helps in identifying suitable career paths and avoiding choices that may lead to dissatisfaction. The next step involves exploring available opportunities. Researching industries, job roles,

required qualifications, and future prospects allows for informed decision-making. Gaining experience through internships, volunteering, or mentorship can provide practical insight and confirm one's interest in a particular field. Setting both short-term and long-term goals creates direction and measurable progress. Short-term goals might include acquiring a specific skill or certification, while long-term goals could focus on leadership positions or entrepreneurship. In today's evolving job market, adaptability is crucial. Continuous learning and upskilling are essential to stay competitive amid technological and economic changes. Developing transferable skills like communication, problem-solving, and teamwork enhances versatility across professions. Networking also plays a significant role in uncovering opportunities and gaining industry knowledge. Ultimately, career planning is not a one-time event but an ongoing process. Regularly reviewing goals and adapting to new realities ensures alignment with personal growth and market demands. A well-planned career fosters confidence, purpose, and long-term success.

VIII. Answer any One question. **(1×5=5)**

1. Write an event report on "Welcome Party held for the First year students of your college".

(OR)

2. Write an incident report on "An employee at a retail company reported the theft of their personal laptop and wallet from their workstation after returning from lunch. CCTV footage showed an unauthorised person entering the premises. Security was notified, and a police complaint was filed".

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

1. You recently came across an advertisement for the post of a Sales Manager at MNGC Company. Prepare a resume highlighting relevant skills for this job.

(OR)

2. You have been offered the role of Marketing Manager at Global Brands Pvt Ltd. in Bengaluru. During your interviews, you were particularly excited about handling the new Product Launch Campaign for their health segment. The offer includes an annual salary of Rs.9,00,000 and a start date of 15 June 2026. Write an acceptance letter mentioning your enthusiasm for this campaign.

X. Answer any One of the following. **(1×5=5)**

1. Design classified newspaper ad for the following situation: You are Mr. Arvind Kumar, Recruitment Officer at Sunrise Electronics. Your company requires a female Sales Executive for its Mysore Branch. Draft a relevant classified advertisement in not more than 80 words, mentioning your requirements.

(OR)

2. Design a poster for the following situation: "For a Free Health check-up Camp held in Your College."

XI. A. Answer the following questions. **(4×1=4)**

1. Mention any one cause of stress in the workplace .
2. State any one skill which is required for a leader.
3. Write any one key point to be kept in mind for a successful negotiation.
4. Define time Management.

B. Answer the following questions. **(4×1=4)**

1. Write any one example for good work etiquette

2. When a person misunderstands another person's behaviour from a different culture, it is a challenge in _____

   a) Time management

   b) Intercultural Communication

   c) Teamwork

   d) Leadership

3. Follow-up in networking is only necessary if you want to ask for a job. **(True or false)**

4. A team member always wears clean, ironed clothes and avoids flashy accessories during presentations. This is an example for _____ dress and etiquette.

_____