SBCEN301

NEW HORIZON COLLEGE
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BANGALORE-43

III Semester B.Com. Degree Examination,
December/January - 2025/26
(B.COM, B.COM, - LSCM, AEDP, LOGISTICS OPERATION, E-COMMERCE OPERATION, B.COM - RETAIL MARKETING OPERATION, BFSI, B.COM - ENTREPRENEURSHIP)
(SEP Scheme Freshers)
LANGUAGE ENGLISH - III

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

Instructions :

1. *Read all the instructions carefully and write 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. What was the last solo performance enacted by Svietlovidoff before leaving the stage?
2. How did the audience bid farewell to Svietlovidoff?
3. What was the unique property of the golden ball in the story "Globe of Gold?".
4. _____ is the name of Kali Kanta's wife in the story "Globe of Gold."
5. Gandhiji resolved to utilize all the resources in the pursuit of a _____ struggle. (Violent/non Voilent)
6. In the "Speech on the Eve of Dandi March", what was Gandhiji's hope and prayer?
7. What does the poet request the people not to take away in poem "For the Dispossessed"?

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

1. Justify "The Swan Song" as a character study of a stage actor.
2. Describe Svietlovidoff's life as a young man as given in his own account it.
3. How does Svietlovidoff reassure himself that he is a still a talented actor?

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

1. S. Joseph expresses his genuine concern for equilibrium between environment and development of the world. Discuss.
2. How does the story "Globe of Gold" challenge the traditional social roles in society?

P.T.O.

3. Describe the various forms of non-cooperation as suggested in the "Speech on the Eve of Dandi March"
4. What are Sivetlodoff's feelings when he looks back at his long career as an actor?

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

1. Comment on the confusion created due to switched identities in the story "The Globe of Gold".
2. Narrate the roadmap laid by Gandhiji for the Civil Disobedience Movement in his speech.
3. In the poem "For the Dispossessed", how does the poet warn against the effects of globalization?

SECTION - B

(Grammar - 40 marks)

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

1. Mention the channels of communication that you have learnt and explain any two.
2. What are the differences between Verbal and Non-Verbal communication?

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

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

   The reason for the major loss of the basketball team of the University of North Carolina in the Final Four game against the team from North Carolina was that on that day and at that time, many players were most often unable to rebound the ball.
2. Use bullet points to convey the message given below :

   'The marketing strategy should include online advertising, influencer partnerships, e-mail marketing and local promotions.'
3. Name any two components of copy editing.
4. _____ is the golden rule of Proof reading.
5. What is a persuasive message?
6. Write an e-mail in 3-4 sentences to your school friend, inviting her to come for a class reunion after 25 years, organised by the batch of 2000 in Cambridge School, Kolar

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 as you have to represent your college in a National Commerce Fest in Mumbai.

2. As the class representative, write a permission letter to your principal requesting him to permit you conduct the Fresher's Day for the new batch in your college.

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

1. You are the Principal of National College. Your college needs 100 student benches, 20 tables and 40 executive chairs. Draft a letter of enquiry to M/s. Royal Oak, 5th Cross Gandhinagar, to enquire if they will be able to supply the furniture within one month of placing the order with 10% discount and free delivery.
2. As the Librarian of ZACS College, write an order letter to M/s United Publishers, ordering for hundred books on Managerial Accounts, 150 books on Statistical Methods and 130 books on Cost Accounting.
3. You are the Marketing Executive of R & D Company Pvt. Ltd., Mumbai. Your company has introduced a new line of haircare products made from natural ingredients. Write a product promotion letter to regular customers, highlighting the unique features, introductory discounts, and limited-period offers. Encourage them to try the new range and share feedback.

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

1. You are the NSS Secretary of your college. The college is conducting a seven-day NSS camp in the neighbouring village near Kothnur. Write a notice for the college notice board informing students about the camp and inviting them to participate. Give details about the eligibility for students, the duration of the camp, travel and stay arrangements, and the certificates to be issued by the college to participants.
2. You are the Staff Secretary of Syndicate Bank, K R Puram Branch. The meeting of the staff of your bank is scheduled for the 7th of October 2025. Prepare an agenda for the meeting to celebrate Kannada Rajyothsava in a grand way. Discuss the date, venue, guests, for the programme.
3. Write formal resolutions for the following situation :
   a) Your college wants to install CC cameras in the corridors of the college
   b) The college wants to conduct a Fest in the month of December 2025.

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

1. Mention and explain two internal PR activities taken in an organization.
2. Describe a few steps to optimise External public relations.

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