

*Total number of printed pages-16*

**4 (Sem-4/CBCS) SSB/ALT**

**2023**

**COMMERCE**

**Answer the Questions from any one Option.**

**OPTION-A**

***(Soft Skill for Business)***

Paper : COM-CC-4016

**OPTION-B**

***(Alternative English-II)***

Paper : ALT-CC-4016

*Full Marks : 80*

Time : Three hours

***The figures in the margin indicate  
full marks for the questions.***

*Contd.*

**OPTION-A**

**(Soft Skill for Business)**

Paper : COM-CC-4016

1. State whether the following statements are true **or** false : **(any ten)**  $1 \times 10 = 10$

- (a) Communication is a continuous process.
- (b) Unity is not a characteristic of a good paragraph.
- (c) Communication is a social process.
- (d) Integrity is not an essential leadership trait.
- (e) Audience analysis is not essential for a speaker to communicate effectively.
- (f) Soft skills refer to personal attribute that support situational awareness and enhances a person's ability to get a job done.
- (g) During speech presentation body language plays an important part.
- (h) Listening does not require the ability to accurately receive and interpret messages in the communication process.

(i) A sales letter is written with the aim and hope of finding a suitable solution of a problem that has not been addressed.

(j) Video calls are examples of written communication.

(k) Self-awareness is a personality trait of a good leader.

(l) A memo is not a written message.

(m) An e-mail message should be written on a single theme in order to serve the desired purpose.

(n) Communication is never selective.

(o) Compared to oral communication written communication is time consuming.

2. Answer the following questions briefly : **(any five)**  $2 \times 5 = 10$

(a) What is oral communication ?

(b) What is a job application letter ?

(c) What are the *five* stages of effective listening process ?

(d) How should a presenter structure the subject matter of his or her presentation ?

- (e) What do you mean by coherence in writing ?
- (f) What is the difference between intrapersonal and interpersonal communication ?
- (g) What is a sales letter ?

3. Write short notes on the following : **(any four)** 5×4=20

- (a) Presentation skills
- (b) Sales quotations
- (c) Reading and note taking
- (d) Audience analysis
- (e) Adjustment letter
- (f) Business etiquette

4. Answer the following as directed : 10

- (a) Correct the tense of the following verbs given in brackets : 1×2=2
  - (i) To hate man (be) the biggest sin.
  - (ii) I will speak to Bidisha when she (arrive).

(b) Insert appropriate articles in the blanks : 1×2=2

- (i) I saw \_\_\_\_\_ English movie last night.
- (ii) Abinash is \_\_\_\_\_ much-hated character.

(c) Insert appropriate prepositions in the blanks : 1×2=2

- (i) I didn't get a reply \_\_\_\_\_ my letter from you.
- (ii) My friends insisted \_\_\_\_\_ joining the job.

(d) Change the voice of the following : 1×2=2

- (i) Please close the door.
- (ii) The fine was paid by her.

(e) Give the meaning of the following words used in business : ½×2=1

- (i) USP
- (ii) Balance Sheet

(f) Rewrite the following sentences correctly : ½×2=1

- (i) Each of the player performed well.
- (ii) The moment Rani will enter the hall, we shall start singing the birthday song.

5. Answer the following questions : **(any three)**

10×3=30

- (a) What are semantic markers in a business text ? Explain with suitable examples.
- (b) Explain the significance of soft skills for business in the present era of globalization.
- (c) What is a memo ? Write a specimen memo warning to the Customer Relation Officer for not attending to a customer's complaint. 2+8=10
- (d) You are the Proprietor of Zenith Electronics, Ludhiana dealing with computer equipment. You purchased some computers from a reputed supplier. After opening the sealed covers, you noticed that some computers are broken inside. Draft a complaint letter to the supplier informing them of the damage.
- (e) You are the Manager of Global Network, Chennai. You want to purchase some computers for your office. Draft a letter inviting quotations from reputed suppliers.

- (f) You are the HR Manager of a reputed company. You want to announce Bihu Holiday to your employees. Write an email to your employees to announce the Bihu holiday.
- (g) Draft an application followed by a resume for appointment to the post of Finance Manager in Brahmaputra Trading Company Ltd., Guwahati. Refer to their advertisement published in the Times of India. Address your application to the Human Resource Manager of the Company.
- (h) You are the Finance Manager of Lakshmi Steel Industries, Guwahati. Write a request letter to the Branch Manager of a Bank for opening a current account.

**OPTION-B**

**(Alternative English-II)**

Paper : ALT-CC-4016

1. Answer the following as directed :

1×10=10

- (a) \_\_\_\_ (R. L. Stevenson/G. K. Chesterton) is a Scottish poet, essayist and novelist of the twentieth century.  
(Choose the correct answer)
- (b) Brown paper art reveals that white is also a \_\_\_\_\_. (Fill in the blank)
- (c) Discourtesy is a punishable offence in legal terms. (State True or False)
- (d) Mention the two everyday civilities emphasized by Gardiner in his essay *On Saying Please*.
- (e) The law can protect us against \_\_\_\_\_ attack. (Fill in the blank)
- (f) Name the author of *Climate of History* as mentioned by Ghosh in *The Great Derangement*.
- (g) Which Indian author, according to Ghosh is deeply informed about ecological threats ?

(h) In which year did Muhammed Yunus receive the Nobel Peace Prize ?

(i) "Virtue is not the absence of vices or the avoidance of moral dangers." Who wrote this ?

(j) When was *The Great Derangement* published ?

2. Match **any five** of the following abbreviations on the left with the words/phrases on the right :  
1×5=5

- |           |                            |
|-----------|----------------------------|
| (a) CPI   | (1) capital expenditure    |
| (b) CTA   | (2) gazette                |
| (c) Ltd.  | (3) apartment              |
| (d) CAPEX | (4) consumer price index   |
| (e) gaz   | (5) artificial intelligent |
| (f) apt   | (6) limited                |
| (g) AI    | (7) call to action         |

3. Answer **any five** of the following : 2×5=10

(a) Name the **four** objects that Chesterton carried during his walk to the downs.

- (b) Paul Kingsnorth's *The Wake* is a \_\_\_\_\_  
novel set in \_\_\_\_\_ century England.  
(Fill in the blanks)
- (c) What does 'human-induced climate change' mean ?
- (d) Who is Pan ?
- (e) What is the "terrible story of inequality and neglect" noted by Amartya Sen in his essay ?
- (f) What kind of marketplace does Yunus emphasize in his essay ?
- (g) "Then I suddenly stood up and roared with laughter, again and again..." Why did Chesterton roar with laughter ?
4. Provide correct choice from the given options with the transitional words or phrases : **(any five)**  
1×5=5
- (a) in conclusion (lastly/aply)
- (b) at the same time (simultaneously/beforehand)
- (c) on account of (never/because)
- (d) in the meantime (sometimes/temporarily)

- (e) matter of fact (finally/actually)
- (f) at this point (to sum up/up-to-date)
- (g) (but) in spite of that (however/further)

5. Choose the topic sentences from the options given below : 2×2=4

- (a) Advertisers use tried and trusted techniques to make sure that their audience is aware of their products. These include celebrity endorsements – using well-known film stars or sporting personalities – to claim that they use the product being advertised. The idea here is that their fans will then buy the product to be like their hero.
- (i) Companies sell products through smart advertisements.
- (ii) Advertisers use their ideas and techniques.
- (iii) The trusted technique of including celebrities in advertisements to sell products.

(b) As boys, we were mostly left to our own devices. We played with toys we made ourselves. We moulded animals and birds out of clay. We made ox-drawn sledges out of tree branches. Nature was our playground. The hills above Qunu were dotted with large smooth rocks which we transformed into our own roller coaster. We sat on flat stones and slid down the face of the large rocks.

(i) The boyhood years in Qunu were self-propelled.

(ii) The lap of nature was our childhood playground.

(iii) The boys were left to device toys and games on their own during their childhood.

6. Write a precis of **any one** of the following passages : 5×1=5

(a) Migration and education are decisions that are indeed intertwined in many dimensions. Education and skill acquisition play an important role at many stages of an individual's migration. Differential returns to skills in origin and destination country are a

main driver of migration. The economic success of the immigrant in the destination country is to a large extent determined by his or her educational background, how transferable these skills are to the host country labor market and how much he or she invests in further skills after arrival. The desire to acquire skills in the host country that have a high return in the country of origin may be another important reason for a migration.

(b) Cinema arrived in India on 7 July, 1896, when the short films of the Lumiere brothers were shown in downtown Mumbai. In 1913, D.G. Phalke, a successful printer, was inspired by seeing *The Life of Christ* on a trip to London. On returning to India, he made the nation's first feature film, *Raja Harishchandra* based on one of the stories of the religious epic *The Mahabharata*. The film was a huge success and Indian film industry has never looked back. The flow of the Indian upper classes back and forth between England and India also contributed to a boom in the medium.

While silent films were successful in reaching beyond the nation's many differences, the talkies split the film industry along language lines. With the blockbuster *Alam Ara* in 1931, sound was added to Indian cinema establishing song and dance as part of the storytelling.

7. Combine the two sentences together using the conjunction *and, or, so, but* : **(any three)**  
2×3=6

- (a) I would love to stay. I have to catch my bus.
- (b) My brother is a painter. He draws beautiful landscapes.
- (c) Can we have a picnic ? Is the weather too bad ?
- (d) I was unhappy. I ate some chocolate.
- (e) He very seldom talked much. Sometimes didn't even answer Marie's questions except by a grunt.

8. Give brief answers to the following questions : **(any three)** 5×3=15

- (a) How does Sen in his essay justify the acts of discrimination of girls as the reason for social inequality ?

- (b) Why does Ghosh call his ancestors 'ecological refugees' ?
- (c) What, according to Ghosh is the 'great derangement' ?
- (d) Comment on the significance of empathy and manners as discussed in Gardiner's essay.
- (e) "They are much better worth drawing than Nature". Who are they ? Explain why Chesterton says this in *A Piece of Chalk* ?

9. Answer **any two** of the following questions :  
10×2=20

- (a) How does one's behaviour affect social life ? Elaborate with reference to *two* different examples from *On Saying Please*.
- (b) Discuss Yunus' views on 'credit' as a measure to eradicate poverty from your reading of his essay *Towards Creating a Poverty-Free World*.
- (c) Write a brief note on the title of *Pan's Pipes* by Stevenson. What does its dominant symbol signify ?



- (d) Discuss how writers like Gardiner and Chesterton use anecdotes in support of their arguments in *On Saying Please* and *A Piece of Chalk* respectively.
- (e) Elaborate Ghosh's plea for ecological engagement of a contemporary writer for a sustainable planet.
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