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**BCMENLN 401**

**IV Semester B.Com./B.Com. (E.Com.) Examination, July/August 2023  
(NEP 2020) (2022-23 Batch Onwards)  
L2 – GENERIC ENGLISH (AECC)**

Time : 2 Hours

Max. Marks : 60

**UNIT – I**

**(Novel)**

I. Answer **any two** of the following in about **200** words **each**. **(2×10=20)**

- 1) How were the socialist ideas of Old Major and Snowball corrupted by Napoleon ?
- 2) Sketch the character of Snowball.
- 3) Consider Animal Farm as a satire on the Stalinist era of Russian history.
- 4) What are the key ideas of animalism ? How are they changed gradually ?

II. Answer **any two** of the following in about **100** words **each**. **(2×5=10)**

- 1) According to Old Major, what is the cause of the problems of animals ?
- 2) Write a note on the sale of the stack of lumber.
- 3) Write a short note on the character of Mollie.
- 4) What does Windmill suggest ? How is it destroyed at the end ?

**UNIT – II**

**(Composition and Writing Skills)**

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

- a) Convert the given article into a scientific poster.

Cholesterol is a waxy substance that is present in our body. It's an important component of our cell walls and other tissues but it is thought to be harmful if in excess. It can lead to blockages caused by plaque formation in the heart's arteries causing heart disease and heart attacks. Such blockages can

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also happen in arteries, in the legs or in the brain. Cholesterol is produced in the liver and the amount produced is influenced by our genes. The food we consume, too, has effect on cholesterol levels. Fatty foods, especially those high in saturated fats and foods high in simple sugars such as cold drinks increase cholesterol levels. Lack of physical activity and exercise also leads to elevated level.

We can reduce cholesterol levels by following heart-healthy lifestyle, which includes regular physical activity for at least 30 minutes daily and a diet high in fruits and vegetables and low in saturated sugar.

Statins are the group of drugs most recommended for those with high cholesterol. Red yeast rice has been shown to be effective in lowering cholesterol. Include garlic and flaxseed in your daily diet.

The ill-effects of high cholesterol take time to show, and you may not realise it until it is bit too late. Cholesterol by itself is important because it insulates nerve cells and membranes. Being a fatty substance, it does not dissolve in the blood and it is packaged into protein. There are good HDL cholesterol and bad LDL cholesterol. Bad cholesterol can stick to the smooth lining of the blood vessels, where it is absorbed, while HDL mops up excess bad cholesterol and removes it from blood vessels. Even moderate physical activity can help increase HDL cholesterol. Exercises such as walking, cycling, swimming, slow jogging, dancing etc. for 45 minutes, 3 times a week and anaerobic exercises will help increase good and reduce bad cholesterol.

b) Copy writing.

Write short, catchy, promotional lines in 30 words on the following :  
Launch of a new photo studio.

c) Write a travel article in 50 words to a local newspaper about a trekking spot near your town.

d) Write in 50 words, a review of a film that you have watched.





IV. Write an e-mail on **any one** of the following :

(1×10=10)

- i) An apology for not being able to attend a family gathering held in your friend's house.
- ii) A letter congratulating your friend on being selected for the State Kabaddi team.
- iii) A leave letter to the class teacher for not being able to attend the intercollegiate cultural fest.

V. A) Write a blog post on **any one** of the following in **50** words :

(1×5=5)

- i) Specialities of coastal cuisine.
- ii) Your experience on an unexpected meeting with a celebrity.

B) Write for Quora on **any one** of the following :

(1×5=5)

- i) How to select a good institute to pursue MBA ?
  - ii) How to keep oneself physically and mentally fit ?
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