

Reg. No.

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BCMENLN 301



III Semester B.Com./B.Com. (E.Com.)
Examination, December 2023/January 2024
(NEP – 2020)
(2022 – 23 Batch Onwards)
ENGLISH
Generic English (AECC)

Time : 2 Hours

Max. Marks : 60

UNIT – I

I. Answer **any one** of the following in about **300** words. (1×20=20)

- 1) How is the theme of identity crisis depicted in the play Hayavadana ?
- 2) Attempt a character sketch of Kapila in the play Hayavadana.
- 3) What is the purpose of the character of Hayavadana in the play ? Explain.

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

- 1) What do the two dolls discuss just before and after the baby is born ?
- 2) What does Devadatta do when he reaches the temple of Kali ?
- 3) Character of Kali.
- 4) Character of 'Hayavadana'.

Sri Dharmasthala Manjunath
College of Business Management
MANGALORE - 575 003

UNIT – II

III. Answer **any one** of the following in a paragraph of about **200** words. (1×10=10)

- 1) Pros and cons of working on night shift.
- 2) Describe a festival you have celebrated.
- 3) Effects of junk food on the youth of today.

P.T.O.



IV. Answer **any one** of the following.

(1×10=10)

- 1) You are the corporator of Balmatta ward. A resident has complained about the numerous pot holes in your area. Write a response to the letter of complaint explaining how you plan to address it.
- 2) Write a letter of application for the post of a front office Manager at Mayura Hotels Ltd., Borivili East, Mumbai-4. You are Mr. Pratheek, House No. 103, B.R. Layout, Kandivali, Mumbai-6. Enclose your CV.
- 3) You want to purchase 5 books in the category of children's fiction. Write an order letter to Akalwadi Book Depot, Dharwad placing an order for the books required. (Include all the details like, the names of books required, cost and quantity of books, timeline of delivery etc.)

V. Answer **any one** of the following.

(1×10=10)

- 1) 'Ayush' is launching a new energy drink. Prepare an advertisement within a frame with a logo, slogan and USP.
- 2) Create a product manual for assembling a bookshelf.
- 3) Design a brochure for a training programme on Soft Skills to be organised in your college.