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BCMENLN 401

**IV Semester B.Com./B.Com. (E.Com.) Examination, June/July 2024
(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) Consider *Animal Farm* as an allegory.
- 2) Compare the lives of the animals when they live under Jones and Napoleon. In what ways does Napoleon prove himself a similar tyrant ?
- 3) Sketch the character of Napoleon.
- 4) "The banishing of Snowball is the turning point of the novel." Substantiate.

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

- 1) What is the root cause for the problems faced by the animals, according to Old Major ?
- 2) How do the pigs present themselves as superior beings ?
- 3) Describe the tragic end of Boxer.
- 4) Write a note on the Battle of the Cowshed.



**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.

In 2015, Texas A&M graduate student Christine Figgner recorded a video of her colleagues removing a straw lodged in a turtle's nostril. The video went viral, inspiring people to take action. Since then, "skip the straw, save a turtle" has become a slogan for people determined to decrease their plastic use.

P.T.O.



But critics say the marine impact of plastics is only part of the problem. "Plastic pollution is not just an oceans issue. It's a climate issue and it's a human health issue," said Claire Arkin, communications coordinator for the Global Alliance for Incinerator Alternatives, a global network aiming to reduce pollution and eliminate waste incineration.

Plastics have become essential components of products and packaging because they're durable, lightweight and cheap. But though they offer numerous benefits, plastics originate as fossil fuels and emit greenhouse gases from cradle to grave, according to a May 2019 report called "Plastic and Climate : The Hidden costs of a Plastic Planet" released by the Center for International Environmental Law, a nonprofit environmental law organization.

Under a business-as-usual scenario in which policies continue to foster plastics production, the sector's fossil fuel consumption will only increase. Today, about 4-8% of annual global oil consumption is associated with plastics, according to the World Economic Forum. If this reliance on plastics persists, plastics will account for 20% of oil consumption by 2050.

The "Hidden Costs" report suggests that a transition toward "zero waste" – the conservation of resources through responsible production, consumption, reuse and recovery of materials without incineration or landfilling – is the best path to reduce emissions. But getting there would require a huge cultural shift and a makeover for each step in a product's life cycle.

- b) Copy writing :
Write short, catchy, promotional lines in 30 words on the following :
Launch of a new clothing brand.
- c) Write a travel article in 50 words for a travel agency describing a tour package to the capital city in your state.
- d) Write in 50 words, a review of a newly opened restaurant.

IV. Write an e-mail on **any one** of the following : (1×10=10)

- i) An apology letter to the class teacher for not being able to attend an association meeting.
- ii) A letter congratulating your friend on passing the UPSC exam.
- iii) A leave letter to your class teacher seeking leave for 3 days to attend your sister's wedding.

V. A) Write a blog post on **any one** of the following in **50** words : (1×5=5)

- i) Your tips for time management.
- ii) Work-life balance.

B) Write for Quora on **any one** of the following : (1×5=5)

- i) How to make an easy and healthy breakfast ?
- ii) How to improve one's job prospects ?