Reg. No. | | | | | | | | | | | |

BCMENLN 401

IV Semester B.Com./B.Com. (E.Com.) Examination, June/July 2025
(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 a satire on the Stalinist era of Russian history.
2) Elaborate on 'All are equal but some are more equal.' Does the novel say that inequality is an unresolved part of every society ?
3) Sketch the character of Old Major.
4) Compare the lives of the animals when they live under Jones and Napoleon. In what ways does Napoleon prove himself a similar tyrant ?

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

1) How is the windmill destroyed ?
2) Describe the tragic end of Boxer.
3) Write a note on the Seven Commandments in *Animal Farm*.
4) How do the pigs present themselves as superior beings ?

S.D.M.C. OF BUSINESS MANAGEMENT LIBRARY

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.

Air pollution, especially in cities, occurs when harmful substances contaminate the air, causing serious health and environmental problems.

Vehicles are a major source, releasing gases like carbon monoxide. Factories and power plants emit pollutants such as sulphur dioxide and heavy metals. Construction and farming also contribute their share, natural events like dust storms add to the pollution.

S.D.M.C. OF BUSINESS MANAGEMENT LIBRARY

Air pollution causes severe health issues, including breathing problems like asthma and bronchitis, lung cancer and increased risks of heart attacks and strokes. Children, the elderly and those with pre-existing conditions are most vulnerable.

The environment suffers as well. Air pollution damages plants and animals, leads to acid rain that harms lakes and forests, and contributes to climate change. In addition to these, there are also economic costs, including increased healthcare expenses, decreased productivity and damage to crops and infrastructure.

This problem can be addressed. Governments can enforce stricter emission standards for vehicles and factories. Promoting public transport and developing cleaner energy sources like solar and wind power are important. Cities can be designed to encourage walking and cycling and public education about the dangers of air pollution is crucial.

Air pollution is a complex issue, but it can be mitigated through collective effort by understanding its sources, impact and solutions.

b) Copy writing :

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

c) Write a travel article in 50 words for a travel agency describing the famous tourist spot in your surroundings.

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 advisor for not being able to attend 'Digital Learning: a Must for Tomorrow' – an awareness programme.

ii) A letter congratulating your friend for winning the prestigious award 'Kala Rathna'.

iii) A leave letter to your class advisor seeking leave for four days to represent the college at an intercollegiate debate competition to be held at Chennai.

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

i) Your favourite cricket player in the IPL 2025.

ii) Your tips for time management.

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

i) How can I make myself happy ?

ii) How to improve one's job prospects ?