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I Semester B.B.A Degree Examination, January/February-2025

GENERAL ENGLISH (EDIFY-I)

(SEP Scheme)

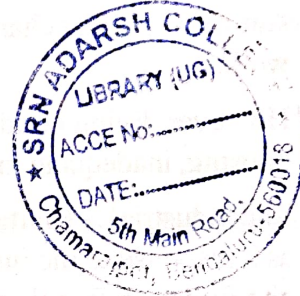
Paper:I

Time : 3 Hours

Maximum Marks : 80

*Instruction to Candidates:*

- 1) Answer all the questions.
- 2) Mention the question numbers correctly.



**SECTION-A**  
(Literary Components)

**I. Answer any Five of the following in a sentence or two each. (5×2=10)**

1. What compelled the employees in 'Shut Down the Shop' to give up their jobs?
2. According to Shakespeare what remains unchangeable in 'Sonnet 116'?
3. What was the paraphernalia carried by the astrologer
4. What did the photographer in 'with the Photographer' look like?
5. How did Subroto Bagchi's childhood morning routine of reading the newspaper contribute to his personal development?
6. Mention the excuse made by the Loisels' to explain the delay in returning the necklace?
7. Advertisers use the elements \_\_\_\_\_, \_\_\_\_\_ and ethos to persuade the customers.

**II. Answer any Four of the following in about a page each. (4×5=20)**

1. How does the poet contrast true love with physical beauty in Sonnet 116?
2. Sketch the character of the astrologer in 'An Astologer's Day'.
3. Describe the role of Subroto Bagchi's mother in shaping his values in life.
4. How did the photographer modify the photograph in 'With the photographer' and What was he narrator's reaction to these changes?
5. Write an account of the sacrifices made by the Loisels to replace the lost necklace.

**III. Answer any Two of the following in about two page each. (2×10=20)**

1. The poet Nissar Ahmed conveys the transient nature of life through 'the shop' in the poem 'Shut Down the Shop'. Explain.
2. Describe the astrologer's appearance. How does he attract and convince his customers?
3. According to Hirschberg, What are some of the techniques that advertisers use to attract consumers? '

[P.T.O.]



**SECTION-B****(Language Component)****IV. Read the following passage and answer the questions set on it. (5)**

The industrial revolution, which began in the late 18th century in Britain, marked a turning point in history. It brought about a dramatic transformation in society, shifting economies from agrarian to industrial and urban. Innovations like the steam engine, mechanized textile manufacturing, and development of railways revolutionized production and transportation.

While the industrial revolution increased productivity and created new jobs, it also led to significant social changes. Urbanization intensified as people moved to cities in search of work.

However, living conditions in early industrial cities were often poor, with over crowded housing, inadequate sanitation, and unsafe working environments.

The industrial revolution also gave rise to new ideologies. Socialism, for instance, emerged as a response to the inequalities created by industrial capitalism. Thinkers like Karl Marx and Friedrich Engels argued that the working class, or proletariat, was being exploited by the capitalist class, or bourgeoisie. They proposed a system where resources and means of production would be collectively owned, ensuring equality and fairness.

Today, the industrial revolution is seen as a period of immense progress but also one that highlighted the need for social reforms to address issues of equity and justice.

1. What major transformation did the industrial revolution bring about in economies?
2. Name two innovations mentioned in the passage that contributed to the industrial revolution.
3. What is the other word for capitalist class used in the passage?
4. What ideology emerged as a response to the inequalities of industrial capitalism?
5. Give a suitable title to the passage.

**V. Fill each of the blanks with the correct form of the verb given in brackets. (5)**

As the sun \_\_\_\_\_ (set), the travellers \_\_\_\_\_ (find) place to camp. They \_\_\_\_\_ (gather) some firewood, \_\_\_\_\_ (light) a fire, and \_\_\_\_\_ (cook) a simple meal.

**VI. Change the Voice of the following sentences. (5)**

- 1) A car knocked down a child.
- 2) The boy kicked the ball.





- 3) The captain called off the meeting.
- 4) My mother has baked a cake.
- 5) Lata is humming a tune.

**VII. Answer the following questions.**

**(5×1=5)**

- 1) What is non-verbal communication?
- 2) Give any one difference between oral communication and written communication.
- 3) What is mass communication?
- 4) Define proxemics.
- 5) Give one example of verbal communication.

**VIII. Write a conversation between a customer and a receptionist at a bank to open a bank account.**

**(5)**

**IX. Do as directed.**

1. Choose the correct synonym for the word given below: **(1)**  
a) Liberal \_\_\_\_\_(scarce/magnanimous)
  2. Choose the correct antonym for the word given below: **(1)**  
a) Prosperity \_\_\_\_\_(adversity/happiness)
  3. Frame two sentences for the homonym 'address' in different contexts. **(2)**
  4. Write a suitable homophone for the word 'heel'. **(1)**
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