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**4 (Sem-4/CBCS) SSB/ALT**

**2022**

**COMMERCE**

**Answer the Questions from any one Option.**

**OPTION-A**

***(Soft Skill for Business)***

Paper : COM-CC-4016

**OPTION-B**

***(Alternative English II)***

Paper : ALT-CC-4016

*Full Marks : 80*

Time : Three hours

***The figures in the margin indicate  
full marks for the questions.***

*Contd.*

**OPTION-A**  
**(Soft Skill for Business)**

Paper : COM-CC-4016

1. State whether the following statements are True *or* False : **(any ten)** 1×10=10
- (a) Effective communication is goal oriented.
  - (b) Listening is a skill that involves reception, interpretation and feedback on the part of the listener to the message sent by the speaker.
  - (c) Communication is not a social process.
  - (d) A person equipped with reasoning ability has the knack for presenting his arguments in a rational and convincing manner.
  - (e) Knowing the audience and the occasion is not essential for a speaker to speak effectively.
  - (f) Soft skills consist of an individual's communication skills, social skills and personal attributes.

- (g) Body language is not an important part of speech presentation.
- (h) Soft skills are essential for entrepreneurial success and maximising human capital in any enterprise.
- (i) Curriculum Vitae (CV) is a Latin word which means 'Course of life'.
- (j) Critical listening does not require critical examination of a topic being discussed.
- (k) Loyalty is not a personality trait of a good leader.
- (l) Coherence means that each part of the writing appears to be connected and heads towards a single conclusion.
- (m) An e-mail message should be written on a single theme so that it may serve the desired purpose.
- (n) Communication is avoidable and therefore it is not a continuous process.
- (o) Using visual and power point slides are not essential to arrest the attention of audience while making presentation.

2. Answer the following questions briefly :  
(any five)  $2 \times 5 = 10$

- (a) What are the characteristics of a good paragraph ?
- (b) What are business etiquettes ?
- (c) What are the five stages of effective listening process ?
- (d) How should a presenter structure the subject matter of his or her presentation ?
- (e) What do you mean by logical order in writing ?
- (f) What are various group etiquettes ?
- (g) What is the difference between a personal letter and business letter ?
- (h) What is an order letter ?

3. Write short notes on the following :  
(any four)  $5 \times 4 = 20$

- (a) Writing Skill
- (b) Memo

- (c) Semantic marker in a business text
- (d) Reading and note taking
- (e) Oral communication
- (f) E-mail etiquettes
- (g) Functions of language
- (h) Complaint letter

4. Answer the following as directed : 10

- (a) Correct the tense of the following verbs given in brackets :  $1 \times 2 = 2$ 
  - (i) Ram went out after he (lock) the door.
  - (ii) Karim (stay) here until you return.
- (b) Insert appropriate article in the blanks :  $1 \times 2 = 2$ 
  - (i) Kalidas is \_\_\_\_\_ Shakespeare of India.
  - (ii) \_\_\_\_\_ ant is an industrious creature.

(c) Insert appropriate preposition in the blanks:  $1 \times 2 = 2$

(i) They are not convinced \_\_\_\_\_ my honesty.

(ii) Do you have taste \_\_\_\_\_ music ?

(d) Change the voice of the following :  $1 \times 2 = 2$

(i) Indiscipline should not be encouraged.

(ii) They gifted a lovely toy.

(e) Give the meaning of the following words used in business :  $\frac{1}{2} \times 2 = 1$

(i) Asset

(ii) Mandate

(f) Rewrite the following sentences correctly :  $\frac{1}{2} \times 2 = 1$

(i) This is a new discovery to me.

(ii) The licence was renewed again.

5. Answer the following questions : *(any three)*  $10 \times 3 = 30$

(a) What is the significance of soft skills for business in the present era of globalization ?

(b) What is a resume ? What are the characteristics of a good resume ? Draft a specimen resume.  $2+5+3=10$

(c) What is a business letter ? Describe the characteristics of a good business letter ?  $2+8=10$

(d) You are a Sales Executive in a reputed car showroom. A customer comes to the showroom and he wants to buy a car. Write out the conversation between you and the customer in the situation described.

(e) You are the Proprietor of ABC Entertainment, Guwahati dealing with computer equipments. Now you want to buy some computers from suppliers. Draft a quotation letter asking to quote the prices of computers and other conditions.

(f) You are the Manager of Mayur Trading Company, Kolkata. You placed an order to a company for supply of some furniture. But now you want to cancel the order. Draft a letter cancelling the order.

(g) You are the Branch Head of a reputed company. You want to announce Christmas Holiday to your employees. Write an email to your employees to announce the Christmas holiday.

(h) You are the Managing Director of a reputed company. Your company wants to open a new branch of the company. Now draft a notice seeking suggestions from your employees regarding opening of the branch.

### OPTION-B

#### (Alternative English II)

Paper : ALT-CC-4016

1. Answer **any ten** of the following :

1×10=10

- (a) Experts of poverty alleviation keep on insisting that training is absolutely vital for the poor to move up the \_\_\_\_\_ ladder. (Fill in the blank)
- (b) Who is the God of Nature in Greek mythology ?
- (c) The sun itself is enough to disgust a human being of the scene which he inhabits. (In which prescribed essay do you find this sentence?)
- (d) Which part of England is considered to be a piece of chalk by Chesterton ?
- (e) The landscape was made entirely of \_\_\_\_\_ chalk. (Fill in the blank)
- (f) Who is the goat-footed piper ?
- (g) \_\_\_\_\_ of life is not to be decided by the size of the consumption basket or range of choices offered to a person alone. (Fill in the blank)

- (h) What was the thing that the woman in a Sussex village had in ample quantity?
- (i) What is considered to be the first requirement of civility by A. G. Gardiner?
- (j) They are the little \_\_\_\_\_ by which we keep the machine of life oiled and running sweetly. *(Fill in the blank)*
- (k) When given the same care as males, females tend to have better \_\_\_\_\_ rates than males. *(Fill in the blank)*
- (l) A great many more than a hundred million women are simply not there because women are neglected compared with men. *(True/false)*
- (m) In parts of \_\_\_\_\_, property is usually inherited through the family's female line. *(Fill in the blank)*
- (n) My ancestors were \_\_\_\_\_ refugees long before the term was invented. *(Fill in the blank)*
- (o) What is considered to be a passage from ignorance to knowledge by Amitav Ghosh?

2. Write a precis of **any one** of the following passages : 5

- (a) The last few decades have been marked by a special cultivation of the romance of the future. We seem to have made up our minds to misunderstand what has happened; and we turn, with a sort of relief, to stating what will happen — which is apparently much easier. The modern individual no longer presents the memoirs of his/her great grandfather or grandmother; but is engaged in writing detailed and authoritative biographies of the great-grandchildren. Instead of trembling before the spectres of the dead, we shudder abjectly under the shadow of the child unborn. This spirit is apparent everywhere, even to the creation of a form of futurist romance. Walter Scott stands at the dawn of the nineteenth century for the novel of the past; H. G. Wells stands at the dawn of the twentieth century for the novel of the future. The old story, we know, was supposed to begin: "Late on a winter's evening two horsemen might have been seen—." The new story has to begin: "Late on a winter's evening two aviators

will be seen—.” The movement is not without its elements of charm; there is something spirited, if eccentric, in the sight of so many people fighting over again the fights that have not yet happened; of people still glowing with the memory of tomorrow morning. A man in advance of his age is a familiar phrase. An age in advance of the age is really rather odd.

(b) Many may contend that, even if the systems men have invented are untrue, they are harmless and comforting, and should be left undisturbed. But they are in fact not harmless, and the comfort they bring is dearly bought by the preventable misery which they lead men to tolerate. The evils of life spring partly from natural causes, partly from men's hostility to each other. In former times, competition and war were necessary for the securing of food, which could only be obtained by the victors. Now, owing to the mastery of natural forces which science has begun to give, there would be more comfort and happiness for all if all devoted themselves to the conquest of Nature rather than of each other. The

representation of Nature as a friend, and sometimes as even an ally in our struggles with other men, obscures the true position of man in the world, and diverts his energies from the pursuit of scientific power, which is the only fight that can bring long-continued well being to the human race.

(c) Modern life is built on science in two respects. On the one hand, we all depend upon scientific inventions and discoveries for our daily bread and for our comforts and amusements. On the other hand, certain habits of mind, connected with a scientific outlook, have spread gradually during the past three centuries from a few men of genius to large sections of the population. These two operations of science are bound up together when we consider sufficiently long periods, but either might exist without the other for several centuries. Until near the end of the eighteenth century the scientific habit of mind did not greatly affect daily life, since it had not led to the great inventions that revolutionised industrial technique. On the other hand, the manner of life produced by science can

be taken over by populations which have only certain practical rudiments of scientific knowledge; such populations can make and utilise machines invented elsewhere, and can even make minor improvements in them.

- (d) When we speak of anything as 'free', our meaning is not definite unless we can say what it is free from. Whatever or whoever is 'free' is not subject to some external compulsion, and to be precise we ought to say what this kind of compulsion is. Thus thought is 'free' when it is free from certain kinds of outward control which are often present. Some of these kinds of control which must be absent if thought is to be 'free' are obvious, but others are more subtle and elusive. Thought is not 'free' when legal penalties are incurred by the holding or not holding of certain opinions, or by giving expression to one's belief or lack of belief on certain matters. It is clear that the most elementary condition, if thought is to be free, is the absence of legal penalties for the expression of opinions. No great country has yet

reached this level, although most of them think they have. The opinions which are still persecuted strike the majority as so monstrous and immoral that the general principle of toleration cannot be held to apply to them.

3. Provide the correct choice from the given options with transitional words and phrases :  
**(any five)** 1×5=5
- (a) not only but also (as well as/yes)
  - (b) as a result (therefore/furthermore)
  - (c) In the same way (correspondingly/actually)
  - (d) In the light of (furthermore/against)
  - (e) on the other hand (on the contrary/in reality)
  - (f) and so (hence/from)
  - (g) coupled with (comparatively/eventually)
  - (h) as a result (for that reason/matter of fact)
  - (i) in the first place (by the same token/therefore)



(j) regardless (notwithstanding/with regard to)

4. Fill in the blanks with the correct choice **any two** from the topic sentences given below:

2×2=4

(a) \_\_\_\_\_. Green curry is the hottest Thai curry. People who will enjoy green curry are those who like very spicy food. Red curry is medium hot. It doesn't burn your mouth and is flavourful. Yellow curry is the mildest of all. This curry is usually the choice of people who eat Thai food for the first time. To summarise, you have three delicious choices when you order Thai curry.

(A) Thai curry has three different colours.

(B) The meaning of different colours in Thai curry

(C) Different colours have different meanings in Thai food

(b) \_\_\_\_\_. First, the classes in small colleges are small. There are

approximately twenty students in an average class in a small college. Second, it is easy to meet with professors. Almost all professors in small colleges have time to help students and are usually happy to do so. Third, small colleges are friendly, so new students make friends quickly. Thus, small colleges are better than large universities for many students.

(A) Small colleges are friendlier than large universities

(B) Some reasons are stated for attending a small college instead of a large university

(C) An excellent education you can get at a small college

(c) \_\_\_\_\_. One reason is that employers want workers to be dependable. They certainly want workers who come to work everyday. The other reason is employers want workers who are responsible. The employers would like to give the worker a project to do and know that it will be done well. In addition, employers look for workers who can work well with others. The ability to get along with co-workers is

important to the success of business. In short, employers look for dependable and responsible team players.

- (A) It is difficult to find good employers these days
- (B) Employers read job applications very carefully
- (C) The three main qualities the employers look for in their employees
- (d) \_\_\_\_\_. He has collected stamps and coins ever since he was a child. He is very proud of his valuable collections. Paul also enjoys painting and drawing. Recently he has become interested in gardening. Out of all his hobbies, Paul's favourite one is reading. He usually reads at least one book every week. Paul keeps busy with all of his hobbies.
- (A) Hobbies makes a man perfect
- (B) Balancing hobbies is a sign of discipline and interest
- (C) Stamp collecting is a good hobby

5. Combine the two sentences together using the conjunction *and, or, so, but* :  $2 \times 3 = 6$   
(any three)

- (a) He loves that band. He hates their new album.
- (b) My wife loves to cook. She makes delicious food.
- (c) They forgot to water their garden. All the plants died.
- (d) We can take the train into the city. We can drive the car there.
- (e) She loves riding her bike to the park. Lately, she hasn't had the time.

6. Match the following words/phrases on the left with with the abbreviations on the right :  $1 \times 5 = 5$   
(any five)

- |                          |           |
|--------------------------|-----------|
| (i) advertisement        | (a) fin   |
| (ii) finance             | (b) ROI   |
| (iii) loyalty            | (c) biz   |
| (iv) business            | (d) ad    |
| (v) return on investment | (e) fig   |
| (vi) figure              | (f) loyl  |
| (vii) report             | (g) ace   |
| (viii) accommodation     | (h) reprt |

7. Answer very briefly **any five** of the following :  
2×5=10

- (a) When does the mind refuse to be satisfied with evolution according to R L Stevenson ?
- (b) What does the view from the scientific spyglass yield ?
- (c) What did Amitav Ghosh imagine when he looked into the swirling waters of the Padma river during a journey by steamboat ?
- (d) Which novel by Paul Kingsnorth does Amitav Ghosh refer to and his project in "Stories"?
- (e) Which are the two variables, apart from gainful employment, listed by Amartya Sen for ensuring survival of women ?
- (f) What has helped women to come to power in South Asia through electoral support ?
- (g) Why does Gardiner consider the Decalogue to be inadequate to address the issue of civil manners ?

(h) When, so to speak, your pencil grows \_\_\_\_\_, it draws roses; when it grows \_\_\_\_\_, it draws stars.

(Fill in the blank)

8. Answer the following : **(any three)**

5×3=15

- (a) Write briefly about the episode of the lift-man from your reading of Gardiner's essay.
- (b) Why does Amartya Sen consider the problem of women's survival an economic as well as a social issue ?
- (c) Why is the situation in Asia different from that of women in other locations according to Amartya Sen ?
- (d) Why does Stevenson consider the movement of science in its mechanised form to be inadequate to understand the human condition ?
- (e) Why, according to Amitav Ghosh, is the anthropocene a challenge to our common-sense understanding ?
- (f) Why does Yunus say that "the poor have a better chance in a bigger market, not in a small protected market" ?

(g) Why does Yunus consider changes to be "products of intensive efforts"?

(h) Briefly describe the tornado narrated by Amitav Ghosh in section 5 of "Stories" ?

9. Answer the following questions : **(any two)**  
10×2=20

(a) "Poverty is not created by the poor. It is created by the institutions we have built and the policies that we pursue." Comment on this statement by Mohammad Yunus and examine its relevance in the context of his analysis in "Towards Creating a Poverty-free World".

(b) How does Yunus engage with the problems of poverty eradication through the facilitation of "access"? Provide your view on this issue.

(c) Would you consider R. L. Stevenson's views on science and mechanisation to be relevant to the world today ? If so, why ? Give a well-argued response.

(d) How does Stevenson use the symbolism of Pan to draw attention to issues of greater human concern ?

(e) Comment on Amitav Ghosh's focus on the need for ecological understanding for a sustainable world.

(f) How does Ghosh use literary examples to present his views on climate change and the environment in the first five sections of "Stories" ?

(g) Write on Gardiner's emphasis on the need for empathy and politeness for the making of a well-mannered society.

(h) Comment on Chesterton's style of writing and his use of anecdotal examples in "A Piece of Chalk".