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3 SEM TDC ALTE (C) 2

2017

(November)

ALTERNATIVE ENGLISH

(**Commerce**)

Course : 302

Full Marks : 80

Pass Marks : 32/24

Time : 3 hours

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

SECTION—A

(**Business Communication**)

1. (a) You are a bulk supplier of electronic items—washing machines and refrigerators. You have received an order from a dealer of these items in a neighbouring town. Write a letter stating the reason(s) as to why the order cannot be executed.

Or

(b) Write a sales letter to promote the sale of any *one* of the following : 8

(i) Inverter

(ii) Digital camera

(iii) A book on career development for young people

2. Write an essay on any *one* of the following : 10

(a) Growth of Communication in the last two Decades

(b) Cashless India

(c) Advertisements and Consumers

(d) Social Networking

(e) Environmental Pollution

3. (a) Prepare a report after conducting a survey on absenteeism by some workers employed in a factory. 8

Or

(b) Draft a report on the need to introduce some incentives, schemes to boost the sales of a company. 8

4. Below is a table on Census 2011 data of four States of India showing population, percentage of increase, density, sex ratio and literacy percentage as well :

State	Population	Increase	Density	Sex ratio	Literacy
UP	199812341	20.23%	829	912	67.68%
Maharashtra	112374333	15.99%	365	929	82.34%
Bihar	104099452	25.42%	1106	918	61.80%
West Bengal	91276115	13.84%	1028	950	76.26%

Now, write a paragraph by making comparative analysis using the statistics given in the table.

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5. (a) What is a memo? How does it differ from a business letter?

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- (b) You are the Managing Director of XYZ Pvt. Ltd. Draft a memo to the Marketing Manager of your company to take necessary steps to increase the sale of the products.

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SECTION—B

(Prose)

6. Answer any *four* of the following : $1 \times 4 = 4$

- (a) What is the watchword of tamasic men and tamasic states of society to discourage independence of opinion?
- (b) What does the expression 'living safely' generally mean, according to Krishnamurty?
- (c) When was Satyajit Ray's first film, *Pather Panchali* released?
- (d) Complete the following sentence from J. M. Coetzee's *Playgrounds* :
'Cricket is not a game. It is the _____ of life.'
- (e) In which country was V. S. Naipaul born?
- (f) Name the book from which the essay, *Books* is extracted.

7. Answer any *four* of the following : $2 \times 4 = 8$

- (a) What should be our first business as original thinkers?
- (b) What is intelligence, according to Krishnamurthy?
- (c) How does Satyajit Ray describe the films of the famous European film maker Antonioni?
- (d) How is the coach Johnny Wardle described?
- (e) Why was it unusual for Naipaul's father to be a journalist?
- (f) What role did bookcases play in Calcutta's middle class homes?

8. Answer any *two* of the following : $7 \times 2 = 14$

- (a) "We have tried to assimilate, we have tried to reject, we have tried to select; but we have not been able to do any of these things successfully."

Explain the above statement of Sri Aurobindo in the light of his essay *On Original Thinking*.

(b) What is the function of education, according to Krishnamurty?

(c) Why does Ray emphasise that the end result becomes very significant in films?

9. Answer any *two* of the following : $7 \times 2 = 14$

(a) How does J. M. Coetzee describe the boy's feelings and experiences when he first plays on a proper cricket field?

(b) How does Naipaul describe his father as a story writer?

(c) Who was Mya Than Tint? Write a note on his meeting with Amitav Ghosh.
