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I Semester B.B.A. Degree Examination, December/January-2025/26

GENERAL ENGLISH(EDIFY-1)

(SEP Scheme)

Paper : I

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

1. Answer All the sections.
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. Why is the shop compared to 'Kamadhenu' in 'Shut Down the Shop'?
2. The poet does not want _____ to come in the way of the marriage of true minds.
3. What advice does the astrologer give to Guru Nayak at the end of the encounter?
4. How does the photographer act when the narrator first sees him, in the story 'With the Photographer'?
5. What is Madame Loisel's husband in the story 'The Necklace'?
6. According to Subrato Bagchi's mother, what is meant by 'Go Kiss the World'?
7. What is the purpose of using 'weasel words' in advertisements?

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

1. Compare and contrast the condition of shopkeeper in the past and after the establishment of supermarkets and globalization.
2. Why does the poet compare true love to a beacon and a star in 'Sonnet 116'?
3. How does the astrologer deal with the situation when he encountered Guru Nayak in, 'An Astrologer's Day'?
4. How does Subrato Bagchi bring out the importance of the morning rituals in his house in 'Go Kiss the World'?
5. Discuss the theme of deception and appearance versus reality in 'The Necklace'.

[P.T.O.]

III. Answer any Two of the following in a page each.

1. 'Retail shops cater to people's needs, whereas malls satiate their greed'. How do you explain this statement with reference to the poem 'Shut Down the Shop'?
2. How does R.K.Narayan build suspense and include a twist in the story, 'An Astrologer's Day'?
3. Mention the three dimensions of advertising and examine each one of them, according to Hirschberg.

SECTION - B

(Language Components)

IV. Read the following passage and answer the questions set on it.

(5×1=5)

Mount Vesuvius, a volcano located between the ancient Italian cities of Pompeii and Herculaneum, has received much attention because of its frequent and destructive eruptions. The most famous of these eruptions occurred in A.D 79. The volcano had been inactive for centuries. There was little warning of the coming eruption, although one account unearthed by archeologist says that a hard rain and a strong wind had disturbed the celestial calm during the preceding night. Early the next morning, the volcano poured a huge river of molten rock down upon Herculaneum, completely burying the city and filling the harbour with coagulated lava. Meanwhile on the other side of the mountain, cinders, stone and ash rained down on Pompeii. Sparks from the burning ash ignited the combustible rooftops quickly. Large portions of the city was destroyed in the conflagration. Fire however was not the only cause of destruction. Poisonous sulphuric gases saturated the air. These heavy gases were not buoyant in the atmosphere and therefore sank toward the earth and suffocated people. Over the years, excavations of Pompeii and Herculaneum have revealed a great deal about the behavior of the volcano. By analyzing data, much as a zoologist dissects an animal specimen, scientists have concluded that the eruption changed large portions of the area's geography. For instance, it turned the Sarno river from its course and raised the level of the beach along the Bay of Naples. Meteorologists studying these events have also concluded that Vesuvius caused a huge tidal wave that affected the world's climate.

1. Why has Mount Vesuvius received much attention?
2. The Volcano had been active for many centuries (true/false)
3. Give an example to show how the eruption changed the area's geography.
4. Identify the word from the passage which means 'to catch fire' easily
5. In addition to fire _____ also caused destruction
 - a) Sulphuric gases
 - b) Water
 - c) Carbon dioxide
 - d) all of the above

**V. Fill in the blanks with the correct tense forms of the verbs given in brackets.**

(5×1=5)

Someone _____ (break into) a local jewellery shop yesterday. The owner had just locked up the shop when a robber with a gun _____ (threaten) him. The robber _____ (tell) him to unlock the shop and gave all the diamonds in the safe. Then the robber tied him up. The police _____ (have+plan) a search for the robber. Doctors _____ (be+treat) the owner of the shop for shock.

VI. Change the voice of the following sentences.

(5×1=5)

1. He buys a kilo of dhal.
2. Raju built a beautiful house.
3. Open the door.
4. She is painting a picture.
5. I had not read the book.

VII. Answer the following questions.

(5×1=5)

1. Mention the types of verbal communication.
2. What is non-verbal communication?
3. Give two examples for kinesics.
4. What is paralanguage?
5. What is proxemics?

VIII. Write a dialogue between a teacher and a student regarding late submission of assignment.

(1×5=5)

IX. Do as directed.

(5)

1. Choose the correct synonym for the word given below: (1)
a) abolish (enact, abrogate)
 2. Choose the correct antonym for the word given below: (1)
a) conceal (reveal, hide)
 3. Frame two sentences for the homonym 'bat' in different contexts. (2)
 4. Write a suitable homophone for the word 'hare'. (1)
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