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

GENERAL ENGLISH

EDIFY - III

(SEP Scheme)

Paper : III

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

1. Read The Instructions.
2. Answer all the questions.

SECTION - A

(Literary Component - 40 Marks)

(PLAY)

I. Answer any Two in about a page each. (2×5=10)

1. Sketch the character of Joe Keller.
2. Describe the relationship of the Kellers with their neighbours.
3. Who is Larry? Where does he go 'missing'?

II. Answer any One in about two pages. (1×10=10)

1. The play 'All My Sons' is a classic example of virtue and vice as well as sin and confession. Discuss.
2. Discuss how the pursuit of the American Dream leads to ethical compromises for Joe Keller and ultimately destroys his family.

(Short Story, Speech and Poems)

III. Answer any Four in about a page each. (4×5=20)

1. Explore the main struggles faced by Aashraf in the story 'Black Cobras'.
2. Discuss the role of the mosque and the mutawalli in 'Black Cobras'.
3. How does Rahul Dravid portray cricket as a unifying force in India?
4. Discuss how the financial landscape of cricket has changed over the years.
5. In what ways does "Redemption Song" convey hope and resistance in the face of suffering?
6. Discuss how "Introduction" exemplifies Kamala Das's feminist voice.

[P.T.O.]

**SECTION - B****(Communicative Skills - 40 Marks)**

IV. Prepare 5 slides for the presentation on any One of the following. (1×5=5)

1. Effective Communication Skills.

(OR)

2. Rain Water Harvesting.

V. Read the following passage and answer the following questions : (5×1=5)

Excessive screen time has become a growing concern in today's digital age due to its negative impact on physical and mental health. Spending prolonged hours in front of screens—whether computers, smartphones, or televisions—can lead to eye strain, headaches, and poor posture, resulting in long-term vision problems and musculoskeletal issues. Furthermore, excessive screen use often reduces physical activity, contributing to obesity and related health problems like heart disease and diabetes. For children and adolescents, too much screen time may interfere with essential sleep patterns, affecting their growth and cognitive development. Besides physical health issues, excessive screen time also affects mental and social well-being. It can increase stress, anxiety, and feelings of loneliness by reducing face-to-face interactions and encouraging social isolation. Overexposure to digital media and social networks often leads to distraction, impaired concentration, and decreased productivity. In children, it may hinder social skills development and academic performance. Consequently, managing screen time is critical to maintaining a healthy balance in life, encouraging outdoor activities, personal interactions, and adequate rest.

Questions

1. What are some physical health problems associated with too much screen time?
2. How can excessive screen time affect sleep patterns, especially in children?
3. In what ways does screen overuse impact mental health and social relationships?
4. Why is managing screen time important for maintaining productivity and focus?
5. What lifestyle habits can help reduce the negative effects of prolonged screen use?

VI. Rearrange the jumbled sentences into a coherent paragraph. (1×5=5)

1. As a result, scientists have started exploring biodegradable alternatives.
2. Plastic pollution has become one of the most pressing environmental concerns.



3. These materials break down more easily and reduce the long-term impact on ecosystems.
4. One such alternative is the development of bioplastics derived from natural sources.
5. The accumulation of plastic waste in oceans and landfills poses severe threats to wildlife.

VII. Develop the story based on the hints given below.

(1×5=5)

The diamond--set gold ring vanishes one day--the king doubts the thief among the servants--the adverse situation calls for action--none of the servants admits to guilt--the King gives each servant a stick--he warns that one who has robbed would have his stick two inches taller--the thief is exposed.

VIII. Correspondence

1. **Prepare a CV and Cover Letter for one of the following jobs. (1×5=5)**

- a) Swarag Computers Pvt. Ltd., India's leading Systems and Integration and Networking Company requires freshers to work at their Electronic City, Bengaluru branch under its training-cum-recruitment program. Draft a Resume and a Cover Letter for the above advertisement given in 'Deccan Herald' 20th November, 2025.

(OR)

- b) L&T Finance Limited, Mysore Road, Bengaluru is inviting applications for the post of Marketing Executives. Candidates must preferably be graduates from a recognized University, age not above 35 years and should have prior experience at least one year in Marketing field with excellent communication skills. Local candidates are preferred. Draft a Resume and a Cover Letter for the above advertisement.

2. **Answer any One. (Formal Letters)**

(1×5=5)

- a) You are a student co-ordinator of the Management Forum of your college. Write a letter of invitation to the Vice-Chancellor of Bengaluru City University for the Management Fest to be held on 25th January, 2026.

(OR)

- b) You are working as a Sales Manager in a Pvt. Company. You want leave for 3 days because you have to attend a wedding. Write a leave letter to your Manager for three days to attend a wedding.

[P.T.O.]



3. **Answer any One. (Business Correspondence)** (1×5=5)

- a) Write a letter of complaint to GBA (Greater Bengaluru Authority) regarding the problem of stray dogs in your locality.

(OR)

- b) Write a letter to Harsha Electronics to place an order for 10 Laptops.

IX. Answer any One. (Commercial Writing) (1×5=5)

1. You are starting a new Cake Shop in your locality. Advertise it by giving details of the varieties of cakes available with other information.

(OR)

2. You are a travel organizer. Design a brochure for a new package of tour containing the vital details.
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