



SE – 015

I Semester B.B.A./B.H.M. Degree Examination, January 2025

(SEP 2024 – 25)

ENGLISH

General English



Time : 3 Hours

Max. Marks : 80

- Instructions :** 1) Answer **all** the questions.
2) Write the question numbers **correctly**.

SECTION – A

(Prose and Poetry)

- I. Answer **any five** of the following questions in **one** or **two** sentences **each**.

(5×2=10)

- 1) How was the school that Sudha Murthy visited, in “In Sahyadri Hills, a Lesson in Humility” ?
- 2) Why was the French window kept open in “The Open Window” ?
- 3) Whom did the narrator see at Deoli Station in “The Night Train at Deoli” ?
- 4) According to Carlyle, _____ is the test of greatness as mentioned in “Who can be a Great Man ?”.
- 5) When does sports turn into a savage combat according to George Orwell ?
- 6) Why was the waiter at the first restaurant annoyed by the narrator’s father in “Reunion” ?
- 7) What doubts does pretty women have about themselves according to Maya Angelou ?

- II. Answer **any four** of the following questions in about **80 – 100** words. (4×5=20)

- 1) What are the views of George Orwell about today’s competitive sports ?
- 2) Who is Thandappa and what life lessons does Sudha Murthy learn from him in “In Sahyadri, a Lesson in Humility” ?
- 3) How does the poem “The Happy Man” emphasize the importance of overcoming adversity in the pursuit of happiness ?

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- 4) Why does the narrator's father visit different restaurants in "The Reunion" ?
- 5) How does the speaker describe her confidence and charm in "Phenomenal Woman" ?
- 6) The conversation with Mrs. Sappleton contributed to Mr. Nuttel's mental excitement in "The Open Window". Explain.

III. Answer **any two** of the following questions in about **200** words. **(2×10=20)**

- 1) Why does Dr. Ambedkar state that all the three tests of greatness in men are partial and incomplete ?
- 2) What story does Vera tell Mr. Nuttel about the open window ? How does it affect him ?
- 3) "The Night Train at Deoli" is a story of nostalgia and missed opportunity. Discuss.

SECTION – B

(Language Components)

IV. Read the following passage and answer the questions.

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When it came to promoting its new video-game console, the Wii, in America, Nintendo recruited a handful of carefully chosen suburban mothers in the hope that they would spread the word among their friends that the Wii was a gaming console the whole family could enjoy together. Nintendo thus became the latest company to use "word-of-mouth" marketing. Nestlé, Sony and Philips have all launched similar campaigns in recent months to promote everything from bottled water to electric toothbrushes. As the power of traditional advertising declines, what was once an experimental marketing approach is becoming more popular.

After all, no form of advertising carries as much weight as an endorsement from a friend. "Amway and Tupperware know you can blend the social and economic to business advantage," says Walter Carl, a marketing guru at North-Eastern University. The difference now, he says, is that the internet can magnify the effect of such endorsements.

The difficulty for marketers is creating the right kind of buzz and learning to control it. Negative views spread just as quickly as positive ones, so if a product has flaws, people will soon find out. And Peter Kim of Forrester, a consultancy, points out that when Microsoft sent laptops loaded with its new Windows Vista



software to influential bloggers in an effort to get them to write about it, the resulting online discussion ignored Vista and focused instead on the morality of accepting gifts and the ethics of word-of-mouth marketing. Bad buzz, in short.

BzzAgent, a controversial company based in Boston that is one of the leading exponents of word-of-mouth marketing, operates a network of volunteer “agents” who receive free samples of products in the post. They talk to their friends about them and send back their thoughts. In return, they receive rewards through a points program—an arrangement they are supposed to make clear. This allows a firm to create buzz around a product and to see what kind of word-of-mouth response it generates, which can be useful for subsequent product development and marketing. Last week BzzAgent launched its service in Britain. Dave Balter, BzzAgent’s founder, thinks word-of-mouth marketing will become a multi-billion dollar industry. No doubt he tells that to everyone he meets.

- 1) Why were the suburban mothers chosen to promote the new video game console ?
- 2) Nintendo used _____ marketing model.
- 3) What is the difficulty of marketers ?
- 4) Negative views effect the sale of a product. **True/False.**
- 5) Who is the founder of BzzAgent ?

V. Answer the following questions :

(5×1=5)

- 1) How is hearing different from listening ?
- 2) What is active listening ?
- 3) Mention any two benefits of strong listening skills.
- 4) Give two examples of external barriers.
- 5) Define empathetic listening.

VI. A) Introduce your cousin Reema to your college friends.

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B) You have bought a new vacuum cleaner. Make an enquiry to know when the company is sending their executive for the demo.

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C) Give a set of instructions to make a payment using any UPI.

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VII. Do as directed :

- A) Rewrite the following sentences using the correct form of the verb. **3**
- 1) Most of the apples is rotten in the basket.
 - 2) Is your scissors sharp ?
 - 3) The actor and director are rewarded.
- B) Fill in the blanks with appropriate tenses given in the bracket. **3**
- 1) After he _____ (had finished/finished) his work, he sent a mail to his boss.
 - 2) Rahul _____ (eat/has eaten) all my cookies.
 - 3) The ship _____ (had sailed/sails) today.
- C) Identify the phrases in the following sentence. **2**
- 1) He sat on the bank.
 - 2) The police arrested the thief with the necklace.
- D) Identify the Independent and Dependent clauses in the following sentences. **2**
- 1) She is the person whom I love the most.
 - 2) They have not visited us since they came here.

VIII. Draft a welcome speech the gathering at your college Annual Day, as a Student Council President.

OR

Write a Vote of Thanks at the conclusion of a three day seminar in your college.

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