

2017

(3rd Semester)

ALTERNATIVE ENGLISH—I

Paper No. : ALTE (BCM)-304

**(Poetry, Prose, Short Stories, Commercial
Essays and Composition)**

Full Marks : 70

Pass Marks : 45%

Time : 3 hours

(PART : B—DESCRIPTIVE)

(Marks : 54)

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

1. (a) What is Auden's opinion on the rulers of the past and the present-day managers in the process of decision making? 10

Or

- (b) Attempt a critical analysis of Stephen Spender's poem, *The Express*.

2. (a) "The stock exchange is a market like any other market." Discuss. 10

Or

- (b) Examine Herman Wouk's essay, *A Talk on Advertising* as an attack on the misuse of language in advertising and its senseless commercialisation.

3. What was the bet between the lawyer and the banker? What happened eventually? 10

4. What are the important annual report features highlighted in Philip Binham's essay, *Company Report*? 10

5. Write an essay on any one of the following topics : 14

- (a) Demonetisation and its Effects
- (b) Importance of Trade and Commerce
- (c) Human Resources Management in the 21st Century
- (d) Advantages and Disadvantages of Advertising

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Essays and Composition)**

(PART : A—OBJECTIVE)

(Marks : 16)

The figures in the margin indicate full marks for the questions

SECTION—I

(Poetry)

1. Answer any *two* of the following questions : $2 \times 2 = 4$

(a) What familiar places does the express train pass through?

(b) As described in Auden's poem, *The Managers*,
what were the Roman emperors known for?

ALTERNATIVE ENGLISH

Part A - ALTE (BCM)-304

(Poetry, Prose, Short Stories, Commentaries,
Essays and Composition)

[PART A - ALTERNATIVE]

[Work - 10]

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

SECTION - I

(Poetry)

1. Answer any two of the following questions. (2 x 10 = 20)

(a) What familiar places does the speaker visit in the poem 'The Managers'?

(c) In *The Managers*, who are the people at the 'top of the ladder' referred to?

(4)

SECTION—II

(Prose)

2. Answer any *two* of the following questions : $2 \times 2 = 4$

- (a) Do you agree with the view that advertising induces people to use more things than they naturally desire? Give reasons.

(b) What role do the jobbers play in the stock exchange market?

(c) What do the advertising men most richly thrive in?

(7)

SECTION—III

(**Short Stories**)

3. Answer any *two* of the following questions : $2 \times 2 = 4$

(a) Why did Mr. Windibank want to prevent the marriage of his stepdaughter Ms. Sutherland?

(b) What was the banker's opinion on capital punishment?

(c) How did the lawyer spend his time in the fifth year of his confinement?

(10)

SECTION—IV
(**Commercial Essays**)

4. Answer any *two* of the following questions : 2×2=4
(a) What is trade deficit?

(b) What does 'guarantee' mean in a contract?

(12)

(c) .What are 'ordinary shareholders' entitled to in a company?

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Bc/ALTE (BCM)-304