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4 (Sem-4/CBCS) SSB/ALT

2024

COMMERCE

Answer the Questions from any one Option.

OPTION-A

(Soft Skill for Business)

Paper : COM-CC-4016

OPTION-B

(Alternative English-II)

Paper : ALT-CC-4016

Full Marks : 80

Time : Three hours

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

Contd.

OPTION-A

(Soft Skill for Business)

Paper : COM-CC-4016

1. State whether the following statements are True or False : **(any ten)** $1 \times 10 = 10$
- (a) Communication is fundamental to human existence.
 - (b) Problem-solving is an example of soft skills.
 - (c) The skill of managing time effectively is an emotional intelligence.
 - (d) Adaptability is important in today's fast-paced work environment as it allows individuals to adjust to evolving circumstances and remain effective.
 - (e) Leadership involves following established rules and guidelines.
 - (f) Soft skills are not essential for career success.
 - (g) Soft skills foster mutual understanding, communication, and respect among team members.
 - (h) Creative thinking fosters innovative and effective solutions to problems.
 - (i) Electronic mail is the medium of communication that sends and receives messages via particularly designed computer networks.
 - (j) Time management is crucial for effectively managing and resolving disagreements or disputes.
 - (k) Soft skills cannot be developed or improved.
 - (l) Minutes are a formal recording of the proceedings of a meeting.
 - (m) Every report is a part of the process of communication.
 - (n) Oral presentation is a speedy two-way process.
 - (o) Language is the vehicle of thought for oral and written communication.
2. Answer the following questions briefly : **(any five)** $2 \times 5 = 10$
- (a) What is informal communication ?
 - (b) What are the advantages of good listening ?

- (c) What is emotional intelligence ?
- (d) What is decision making ?
- (e) List some factors responsible for misinterpretation of messages by the receiver.
- (f) Explain the term 'intra-personal communication'.
- (g) What is the role of feedback in communication ?
3. Write short notes on the following :
(any four) 5×4=20
- (a) Conflict resolution
- (b) Time management
- (c) Problem-solving
- (d) Team-work
- (e) Creativity
- (f) Audience analysis

4. Answer the following as directed : 10
- (a) Correct the tense of the following verbs given in brackets : 1×2=2
- (i) He behaved as though he (be) a king.
- (ii) When I went to meet him, he (read) a book.
- (b) Insert appropriate articles in the blanks : 1×2=2
- (i) Everyone could see _____ good in him.
- (ii) Is this _____ pen that you lost ?
- (c) Insert appropriate prepositions in the blanks : 1×2=2
- (i) I have to finish this report _____ tonight.
- (ii) He is fond _____ playing the guitar.
- (d) Change the voice of the following : 1×2=2
- (i) Drive the car slowly.
- (ii) A match was seen by us.

- (e) Give the meaning of the following words used in business : $\frac{1}{2} \times 2 = 1$
- (i) Deadline
- (ii) Invoice
- (f) Rewrite the following sentences correctly : $\frac{1}{2} \times 2 = 1$
- (i) What kind of a car do you want ?
- (ii) The employees of this company demand higher salaries for a very long period of time.
5. Answer the following questions : **(any three)**
10×3=30
- (a) What are the etiquettes needed for business communication ?
- (b) Explain the objectives of resume writing.
- (c) Describe the importance of eye-contact and provide some examples of how eye-contact plays a role in your communication throughout the day.

- (d) Draft a resume along with the covering letter for the post of management trainee in a reputed Multinational Corporation (MNC).
- (e) Explain some strategies to improve your emotional intelligence.
- (f) You are the Manager of Sunshine Company. You want to purchase some monitors for your office. Draft a letter inviting quotations from reputed suppliers.
- (g) You are the Finance Manager of Metsyl Company. Write a request letter to the Branch Manager of a Bank for opening a current account.
- (h) Explain the significance of soft skills for business in the present era of globalization.

OPTION-B

(Alternative English-II)

Paper : ALT-CC-4016

1. Answers the following as directed :
1×10=10

- (a) _____ (A. G. Gardiner/Robert Louis Stevenson) was a Scottish novelist, essayist, poet and travel writer.
(Choose the correct answer)
- (b) Which literary period did John Keats belong to ?
- (c) G. K. Chesterton refers to the sand of _____ desert in the essay.
(Fill in the blank)
- (d) Muhammad Yunus received Nobel Peace Prize in _____. (Fill in the blank)
- (e) One of the wise and awful truths which this _____ art reveals, is this, that white is a colour.
(Fill in the blank)
- (f) "Chastity does not mean abstinence from sexual wrong; it means something flaming, like Joan of Arc." Who wrote this ?

- (g) Discourtesy is not a punishable offence in legal terms. (State True or False)
- (h) Muhammad Yunus is an Indian social entrepreneur, banker, economist and civil society leader. (True/False)
- (i) In *The Great Derangement*, Amitav Ghosh discusses the cultural depictions, history and politics of climate change, and its relationship to colonialism.
(State True or False)
- (j) What are the two everyday civilities emphasized by Gardiner in *On Saying Please* ?

2. Match **any five** of the following abbreviations on the left with the words/phrases on the right :
1×5=5

- | | |
|----------|--|
| (a) VAT | (1) National Securities Depository Limited |
| (b) NAV | (2) Foreign Direct Investment |
| (c) NSDL | (3) Value Added Tax |
| (d) AI | (4) Discount |
| (e) FDI | (5) Corporate Social Responsibility |
| (f) CSR | (6) Net Asset Value |
| (g) DISC | (7) Artificial Intelligence |

3. Answer **any five** of the following : 2×5=10

- (a) What is the penalty for a person for being uncivil ?
- (b) How does Chesterton describe the landscape outside his house ?
- (c) Name the four objects that Chesterton carried during his walk to the downs.
- (d) Who is Pan ?
- (e) What kind of marketplace does Yunus emphasize in his essay ?
- (f) What does 'human-induced climate change' mean ?
- (g) What does the law say with regard to 'discourtesy' ?

4. Provide correct choice from the given options with the transitional words or phrases :
(any five) 1×5=5

- (a) at the present time (now/later on)
- (b) in the meantime (sometimes/ temporarily)
- (c) in other words (conversely/neither)
- (d) in summary (minutely/in short)

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- (e) in conclusion (lastly/aply)
- (f) at the same time (beforehand/ simultaneously)
- (g) in any event (anyway/however)

5. Choose the topic sentences from the options given below : 2+2=4

(a) People like the Eskimos, who live in places that have few trees, build temporary homes out of ice blocks. People who live in deserts, however, build houses out of mud or clay, which provide good insulation from heat and are readily available in their surroundings. In places where forests are plentiful, such as Northern Europe and Russia, home are made out of wood. In the South Pacific, where there are many bamboo and palm trees, people use the tough, fibers of these plants to build their houses.

- (i) People usually build homes out of things that they find around them.
- (ii) The availability of trees is an important factor in the building of homes.

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(iii) The climatic conditions in an area determine the kind of homes people build.

(b) Communication is next to oxygen and water for the existence of the whole society.

It is through communication that we bridge the gaps in our understanding and create harmonious relations. For an individual, communication skill plays a decisive and dominant role in the success of every business and profession. How much professional or specialized knowledge of any endeavour one may have, coupled with great creativity and sharp intelligence, it is not enough to guarantee success. One must know how to communicate effectively. Communication is vital not only for the success and growth of any business executive or profession, but also for the smooth and efficient running of any enterprise.

(i) Communication is important for decision making ability.

(ii) One must be intelligent in using communication for success.

(iii) Communication is vital for success and efficient and smooth running of any organization.

6. Write a precis of **any one** of the following passages : 5

(a) It is physically impossible for a well-educated, intellectual, or brave man to make money the chief object of his thoughts just as it is for him to make his dinner the principal object of them. All healthy people like their dinners, but their dinner is not the main object of their lives. So all healthy minded people like making money ought to like it and enjoy the sensation of winning it; it is something better than money.

A good soldier, for instance, mainly wishes to do his fighting well. He is glad of his pay—very properly so and justly grumbles when you keep him ten years without it—till, his main mission of life is to win battles, not to be paid for winning them. So of clergymen. The clergymen's object is essentially baptize and preach not to be paid for preaching. So of doctors. They like fees no doubt—ought to like them; yet if they are brave and well-educated the entire object to their lives is not fees. They on the whole,

desire to cure the sick; and if they are good doctors and the choice were fairly to them, would rather cure their patient and lose their fee than kill him and get it. And so with all the other brave and rightly trained men: their work is first, their fee second—very important always; but still second.

(b) Meditation is a practice that focuses the mind on a specific object, thought or activity to train attention and awareness. It has been shown to have many benefits for physical and mental health, including reducing stress and anxiety, improving sleep, and increasing feelings of calmness and relaxation.

Studies have also shown that meditation can have positive effects on the brain, including increasing grey matter density in areas associated with learning and memory and decreasing grey matter density in the amygdala, an area of the brain involved in processing stress. Fear Despite the many benefits of meditation, it can be intimidating for those who have never tried it before. However, there are many easy and accessible ways to get started, such as finding a guided meditation app or joining a meditation group.

7. Combine the *two* sentences together using the conjunction **and**, **or**, **so**, **but** : (*any three*)
2×3=6

- (a) Ravi is a carpenter. He makes beautiful furniture.
- (b) He would love to spend some hours with us. He has to reach home before dusk.
- (c) The old man was ill. He visited a doctor.
- (d) You can have tea. You can have coffee.
- (e) The weather was bad. I closed my shop early.

8. Give brief answer to the following questions :
(*any three*)
5×3=15

- (a) What does Gardiner mean when he says 'A modest calling can be made dignified by good temper and kindly feeling' ?
- (b) How does Chesterton explain different kinds of colours in nature ?
- (c) What, according to Ghosh, is the 'great derangement' ?
- (d) Why does Ghosh call his ancestors 'ecological refugees' ?

(e) How does Sen in his essay justify the acts of discrimination of girls as the reason for social inequality ?

9. Answer **any two** of the following questions :
10×2=20

(a) 'Please' and 'Thank you' are the small change with which we pay our way as social beings. Explain.

(b) Write a brief note on the title of Pan's Pipes by Stevenson. Explain the significance of its dominant symbol.

(c) How does Yunus project 'credit' as a measure to eradicate poverty in his essay, *Towards Creating a Poverty-free India* ?

(d) How does Ghosh make a plea for ecological engagement of a contemporary writer for a sustainable planet ?

(e) Why does Chesterton discuss the paper conversation in *A Piece of Chalk* ?