

Bc/ALTE (BCM)-304

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(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)

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
