

Bc/ALTE (BCM)-304

2021

(3rd Semester)

ALTERNATIVE ENGLISH

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) Critically analyze the poem, *The Express* by Stephen Spender.

2. (a) How, according to Herman Wouk, does advertising affect people? What are the reasons for his contempt for advertisements? 10

Or

- (b) "The stock exchange is a market like any other market." Discuss.

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) Advantages and disadvantages of social media
- (b) Importance of trade and commerce
- (c) Benefits of running a private business
- (d) Influence of advertisements on consumers

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