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BEGE-104

BACHELOR'S DEGREE PROGRAMME

(BDP)

Term-End Examination

December, 2024

BEGE-104 : ENGLISH FOR BUSINESS

COMMUNICATION

Time : 3 Hours

Maximum Marks : 100

Note : Attempt all questions.

1. Read the passage given below and answer the questions that follow :

Pongal, O Pongal, “the cry reverberates through the air and a feeling of contentment combined with the spirit of thanksgiving marks the onset

of this South Indian festival called Pongal or Makar Sankranti which is one of the most important ones in the region.

Pongal is among the best-known, and certainly one of the major festivals in the State of Tamil Nadu. The three or four-day festival which takes place in January, celebrates the harvest, and in particular the rice crop. It is said to be an ancient form of thanksgiving and is believed to come from Dravidian practices almost untouched by Aryan influences.

The first day of the celebrations is known as Bhogi Pongal which is set aside for preparations. Homes are washed and decorated. Doorways are painted with vermilion and sandalwood paste and colourful garlands of leaves and flowers adorn the outside of almost every home. The courtyard is

decorated with designs in chalk powder, intricate or simple, but always beautiful. Everyone dresses in new clothes and a happy glow of anticipation surrounds the participants.

The second day, or the Surya Pongal, as it is known, is dedicated to the Sun God. It is on this day that the most important ceremony of the four-day festivities takes place. A new metal or earthen pot is filled with milk and set to boil. To this milk is added the freshly harvested rice, specially saved for the day, and sugarcane juice and turmeric. This special rice pudding is what is known as Pongal and the festival has been named after it.

The third day of the festival is called the Mathu Pongal or the Pongal of the cattle. In the morning, the animals are herded into the village pool and bathed. They are then decorated and the rice preparations made the previous day are offered to them. This is also a time when the sister prays for the longevity and

happiness of her brother. Five different kinds of rice are cooked in as many different colours, and from each of these, in a symbolic gesture, a rice ball is made and fed to five types of birds and animals.

The last day called Kunnam, is a day reserved for the outdoors. This is a day of outings, picnics and outdoor sports. Today, however, the last two days are combined, making the festival a three-day affair.

Questions :

- (i) Name the state and month in which Pongal is celebrated. 4
- (ii) Why is Pongal celebrated ? 4
- (iii) Find words from the passage which are same in meaning as the following words : 2
 - (a) committed
 - (b) pretty

- (iv) Find words from the passage which are opposite in meaning to the following words : 2
- (a) modern
- (b) minor
- (v) Make sentences with any *two* of the following words : 2
- (a) Celebration
- (b) Surrounds
- (c) Harvest
- (d) Influence
- (vi) Give a suitable title to the passage. 2
- (vii) Match Column A with Column B : 4

Column A	Column B
(1) Bhogi Pongal	(a) earthen pot filled with milk set to boil
(2) Surya Pongal	(b) sisters pray for the happiness of brothers

- | | | | |
|-----|--------------|-----|----------------------------------|
| (3) | Mathu Pongal | (c) | day of
outings and
picnics |
| (4) | Kunnam | (d) | homes
washed and
decorated |
-
2. In response to your application you were called for an interview by an MNC. Write a letter to the Manager, HR explaining the reason for your inability to attend; also request him to give you another date, if possible. 15
 3. What are the steps one must take before attending a phone interview ? 15
 4. As a company secretary, write the minutes of a meeting held to discuss the idea of a new project for diversification and expansion of the company. 15
 5. What do you understand by the term 'small talk' ? Mention some safe topics for small talk. Also mention taboo topics which should be avoided in small talk. 15

6. (a) Rewrite the following sentences in active voice : 5

(i) This year Rakshabandhan was celebrated on two days.

(ii) That snake had been killed long back.

(iii) Why should the innocent people be punished ?

(iv) This problem has to be solved by you.

(v) Cricket can now be played at night also.

(b) Add question tags to the following statements : 5

(i) Soni is very hard working, ?

(ii) The food was delicious, ?

(iii) Jet airways hasn't started its regular flights ?

(iv) She teaches French, ?

(v) Her father is not a pilot, ?

(c) Rewrite the following sentences in indirect speech/reported speech : 5

(i) Rajan said, "Have you submitted your thesis Savita ?"

(ii) Nikhil said, "Nita, when are you planning to go abroad ?"

(iii) Mother said, "Ravi, will you be back for dinner to-night ?"

(iv) The teacher said, "One lunar night and day are equal to fourteen earth nights and days."

(v) "Why are you so upset, Renu ?" said Sheena.

(d) Do as directed : 5

(i) She is too fat to run fast.

(Rewrite without using too)

(ii) The morning is very fine.

(Rewrite as an exclamatory sentence)

(iii) My father is a *business man*.

(Frame a question corresponding to the italicized part, for the given statement)

- (iv) Too many cooks (spoil/spoils)
the broth.

(Fill in the blank with the
appropriate word)

- (v) Neither of the sister
(have/has) has cracked the entrance
test.

(Fill in the blanks with the
appropriate option)

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