

**D 133651**

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Name.....

Reg. No.....

**FIRST SEMESTER (CUFYUGP) DEGREE EXAMINATION  
NOVEMBER 2025**

English

ENG IFA 101 (3)—ENGLISH LANGUAGE SKILLS FOR COMMERCE AND  
MANAGEMENT

(2024 Admission onwards)

Time : One Hour and a Half

Maximum : 50 Marks

**Section A**

- I. Read the provided paragraphs and answer the following questions. Each question carries 2 marks.  
(Ceiling : 16 Marks)

Digitalization is the biggest megatrend of the century. Digital technologies are transforming the way we live, work, consume and do business. The COVID-19 pandemic accelerated digital transformation, creating new opportunities for growth and jobs through new business models, greater market access, and better participation in regional and global value chains. For consumers, e-commerce and the digital economy offer the potential benefits of greater convenience, lower prices and more choice.

Data is now critical to be competitive in many sectors. The Internet of Things and artificial intelligence are transforming how we produce and access goods and services, with unprecedented implications for our lives that are not yet fully understood. While digitalization represents a powerful force for good, the ability of countries to benefit from it varies greatly.

The digital divide between developed and developing countries is widening. Many developing and especially least developed countries (LDCs) need better digital infrastructure, skills, resources and access to capital, as well as more enabling environments to participate in and benefit from e-commerce and the evolving digital economy. This increases the risk that digitalization could widen many inequalities, both between and within countries.

Effective digital cooperation is essential to achieve development outcomes that are inclusive and socially and environmentally sustainable.

- 1 How did the COVID-19 pandemic influence digital transformation ?
- 2 According to the passage, what benefits do e-commerce and the digital economy offer consumers ?

**Turn over**

- 3 Why is data considered critical in many sectors today ?
- 4 What are some of the technologies mentioned in the passage that are changing how we produce and access goods and services ?
- 5 What is the challenge regarding the benefits of digitalization across different countries?
- 6 What are some of the needs of developing and least developed countries to participate in the digital economy ?
- 7 How can countries achieve sustainable development outcomes according to the passage ?
- 8 Give a suitable title for the given passage.
- 9 What is the passage's main argument about the impact of digitalization ?
- 10 In the light of the passage, analyse the consequences of not having better digital infrastructure and resources in developing countries.

### Section B

II. Answer the following questions in not more than 100 words. All questions can be attended. Each question carries 6 marks. (Ceiling : 24 Marks)

- 11 Evaluate Wiltfong's critique of business speak as a language of the elite. How does his argument reflect broader issues of power and exclusion in the business world ?
- 12 What do you think is the proper response to clarify a misunderstanding during a telephone conversation based on Mark Twain's story's scenario ?
- 13 Consider the transition of Bill Gates from a student to one of the richest people in the world. What qualities you can identify from the text might have contributed to this growth ?
- 14 How does the narrator in the story "The Tell-Tale Heart" react when the police sit down in the room where the body is hidden ?
- 15 Imagine you are a labour policy advisor entrusted with the task of drafting a new policy proposal. Inspired by the Declaration of Philadelphia, write a paragraph outlining the key components of your proposed policy.

**Section C**

III. Answer any *one* question in 300 words :

- 16 Examine the theme of communication and miscommunication in “Hills Like White Elephants.”
- 17 Imagine you are giving a motivational speech to a diverse audience with varying interests. How would you tailor your content and delivery to ensure that you engage and resonate with all members of the audience ? What strategies would you use to keep their attention throughout your speech ?

(1 × 10 = 10 marks)

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Time : One Hour and a Half

Maximum : 50 Marks

- I. Read the provided paragraphs and answer the following questions. Each question carries 2 marks.  
(Ceiling : 16 Marks)

Federal efforts to aid minority businesses began in the 1960's when the Small Business Administration (SBA) began making federally guaranteed loans and government-sponsored management and technical assistance available to minority business enterprises. While this program enabled many minority entrepreneurs to form new businesses, the results were disappointing, since managerial inexperience, unfavorable locations, and capital shortages led to high failure rates. Even 15 years after the program was implemented, minority business receipts were not quite two percent of the national economy's total receipts. Recently federal policymakers have adopted an approach intended to accelerate development of the minority business sector by moving away from directly aiding small minority enterprises and toward supporting larger, growth-oriented minority firms through intermediary companies. In this approach, large corporations participate in the development of successful and stable minority businesses by making use of government-sponsored venture capital. The capital is used by a participating company to establish a Minority Enterprise Small Business Investment Company or MESBIC. The MESBIC then provides capital and guidance to minority businesses that have potential to become future suppliers or customers of the sponsoring company.

MESBIC's are the result of the belief that providing established firms with easier access to relevant management techniques and more job-specific experience, as well as substantial amounts of capital, gives those firms a greater opportunity to develop sound business foundations than does simply making general management experience and small amounts of capital available. Further, since potential markets for the minority businesses already exist through the sponsoring companies, the minority businesses face considerably less risk in terms of location and market fluctuation. Following early financial and operating problems, sponsoring corporations began to capitalize MESBIC's far above the legal minimum of \$500,000 in order to generate sufficient income and to sustain the quality of management needed.

**Turn over**

MESBIC's are now emerging as increasingly important financing sources for minority enterprises.

Ironically, MESBIC staffs, which usually consist of Hispanic and Black professionals, tend to approach investments in minority firms more pragmatically than do many MESBIC directors, who are usually senior managers from sponsoring corporations. The latter often still think mainly in terms of the "social responsibility approach" and thus seem to prefer deals that are riskier and less attractive than normal investment criteria would warrant. Such differences in viewpoint have produced uneasiness among many minority staff members, who feel that minority entrepreneurs and businesses should be judged by established business considerations. These staff members believe their point of view is closer to the original philosophy of MESBIC's and they are concerned that, unless a more prudent course is followed, MESBIC directors may revert to policies likely to re-create the disappointing results of the original SBA approach.

- 1 What was the goal of the Small Business Administration (SBA) program initiated in the 1960s ?
- 2 Why were the results of the SBA's early efforts to aid minority businesses disappointing ?
- 3 What is the new approach that federal policymakers adopted to help minority businesses ?
- 4 Why do minority businesses face less risk when supported by MESBICs ?
- 5 How do MESBICs differ from the earlier SBA program in their approach to aiding minority businesses ?
- 6 What was the legal minimum amount of capital that corporations were required to invest in MESBICs ?
- 7 How do the perspectives of MESBIC staff members and MESBIC directors differ regarding investment decisions ?
- 8 What concern do MESBIC staff members have about the current approach to aiding minority businesses ?
- 9 Explain the key reasons why the SBA program's early efforts to aid minority businesses were not successful, and how the new approach using MESBICs aims to address those issues.
- 10 Discuss the difference in perspectives between the Hispanic and Black professionals working on MESBIC staffs and the senior managers from sponsoring corporations who direct MESBICs.

**Section B**

II. Answer the following questions in not more than 100 words. All questions can be attended. Each question carries 6 marks. (Ceiling : 24 Marks)

- 11 Listeners can understand that time has passed since the couple arrived at the railway station. Examine how the dialogue captures the passage of time in the story “Hills Like White Elephants.”
- 12 Discuss how Bill Gates’ early vision of personal computing illustrates the concept of “thinking big” as presented in the text.
- 13 What is the significance of the heartbeat in “The Tell-Tale Heart” ?
- 14 You are assigned to draft a strategic business plan for a new division within your company. Demonstrate how you would use Birchard’s recommendations to create a compelling and actionable business plan.
- 15 Using the principles from the Declaration of Philadelphia, write a paragraph proposing strategies to address workplace discrimination and promote equality. Include specific measures that align with the Declaration’s focus on eliminating discrimination.

**Section C**

III. Answer any *one* question in 300 words :

- 16 Critically analyse the role of AI and automation in the waste management industry.
- 17 You need to deliver a motivational speech on the importance of teamwork in achieving goals. How would you ensure that your message is clear and impactful ? Describe how you would structure your speech and what key points you would emphasise to effectively communicate your message.

(1 × 10 = 10 marks)