

D 133651**(Pages : 3)****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)