

FIRST SEMESTER FYUGP EXAMINATION, NOVEMBER 2024**AEC 1****ENG1FA101(3): ENGLISH LANGUAGE SKILLS FOR COMMERCE AND MANAGEMENT****Time : 1.5 Hrs. M : Marks BL : Bloom's Taxonomy Level (1 to 6) CO : Course Outcome Maximum Marks : 50****Section A: Answer all questions. Each carries 2 marks.****Ceiling Marks : 16**

No.	Question	M	BL	CO
1.	<p>Read the following passage and answer questions from 1 to 10</p> <p>In the 1960s, the U.S. government began efforts to support minority-owned businesses through the Small Business Administration (SBA), which offered loans and management assistance to minority entrepreneurs. While these initiatives helped start many businesses, they faced high failure rates due to issues like lack of experience, poor locations, and limited funds. Even after 15 years, minority businesses only made up a small portion of the national economy.</p> <p>To improve outcomes, federal policy shifted focus from small, direct assistance to helping larger, growth-focused minority firms. This new approach involved partnerships with major corporations through government-supported venture capital. These companies set up Minority Enterprise Small Business Investment Companies (MESBICs) to invest in and mentor promising minority businesses that could potentially become their suppliers or customers.</p> <p>MESBICs aim to give minority firms access to more targeted management skills and larger amounts of capital, increasing their chances of building strong foundations and reducing risks related to location or market demand. To address early financial challenges, sponsoring corporations began funding MESBICs well above the required minimum of \$500,000, helping them become reliable sources of financing for minority businesses.</p> <p>Interestingly, while MESBIC staff—mostly Hispanic and Black professionals—take a practical approach to investments, the directors (usually senior managers from sponsoring corporations) often prioritize social responsibility and are willing to take on riskier ventures. This difference has led to tension, as staffs believe investments should follow standard business criteria to avoid repeating the failures of earlier SBA programs. They worry that without a more cautious approach, MESBICs may end up facing similar disappointing results.</p> <p>What was the primary goal of the Small Business Administration (SBA) program introduced in the 1960s?</p>	2	1	CO1 CO2 CO3 CO4
2.	<p>Explain why the SBA's initial approach to supporting minority-owned businesses had high failure rates.</p>	2	2	CO1 CO2 CO3 CO4
3.	<p>What type of businesses did the new federal policy focus on helping?</p>	2	2	CO1 CO2 CO3 CO4
4.	<p>Define MESBIC and explain its role.</p>	2	2	CO1 CO2 CO3 CO4

5.	What are the main differences between the original SBA program and the MESBIC approach in supporting minority businesses?	2	4	CO1 CO2
6.	How did major corporations participate in the new approach to supporting minority businesses?	2	5	CO1 CO2 CO3
7.	What funding requirement did corporations meet to support MESBICs?	2	4	CO1 CO2
8.	Who typically makes up the staff of MESBICs?	2	1	CO1 CO2
9.	How do MESBIC staff and directors differ in their approach to investments?	2	4	CO1 CO2
10.	Do you think the MESBIC model is a more effective approach than the initial SBA program? Justify your answer based on the passage.	2	6	CO1 CO2

Section B: Answer all questions. Each carries 6 Marks.

Ceiling Marks : 24

No.	Question	M	BL	CO
11.	How did Bill Gates' change in focus during his time at Harvard shape his future career and success?	6	2	CO3 CO4
12.	How does the theme of choices and their consequences drive the tension between the characters in <i>Hills like White Elephant</i> ?	6	1	CO1 CO2 CO3 CO4 CO5
13.	If you had to give a short presentation about a topic related to your field of study during an interview, how would you organize your content to make it clear and interesting for your audience, based on the tips from the article <i>So, You Want to be a Motivational Speaker?</i>	6	3	CO3 CO4 CO5
14.	Evaluate the narrator's reliability in <i>The Tell-Tale Heart</i> . How does Poe's use of first-person narration shape the reader's understanding of the events, and in what ways does the narrator's descent into madness impact the overall narrative and its themes?	6	5	CO1 CO2 CO3 CO4
15.	Analyze how Bill Gates' shift from a focus on law to computers at Harvard shaped his future path and led to the founding of Microsoft. Discuss the contributions of Paul Allen, the significance of the Altair 8080, and the challenges Gates faced in distributing Microsoft BASIC software.	6	4	CO1 CO2 CO3 CO4

Section C: Answer any one question. Each carries 10 marks. (1x10=10 Marks)

No.	Question	M	BL	CO
16.	Develop a business proposal to attract investors for a new organic food café by applying the eight Ss highlighted in Bill Birchard's <i>The Science of Strong Business Writing</i> .	10	6	CO3 CO4 CO5
17.	How did Mark Zuckerberg's ideas and vision, as gathered from the interview, shape the future of technology and social media, particularly in terms of innovation, user interaction, and privacy?	10	3	CO1
