

QP CODE: D4BCE2404	(Pages: 2)	Reg. No :
		Name :
Fourth Semester B.Com/BBA (FYUGP) Degree Examinations April 2026		
Value Added Courses (VAC)		
ENG4FV109(3) : FRAMING PERSPECTIVES: LITERARY AND CULTURAL NARRATIVES FOR COMMERCE AND MANAGEMENT		
(Credits: 3)		
Time: 1.5 Hours	Maximum Marks: 50	
Section A		
Answer the following questions. Each carries 2 marks (Ceiling: 16 marks)		
1.	Give examples of how a person can use the Golden Rule in daily life to improve ethical health, using ideas from "Ethical Health" by Joel Bennett.	BL2 CO1, CO2, CO3, CO4, CO5
2.	According to Orwell, what qualities should scientific education aim to cultivate in students beyond technical knowledge?	BL3 CO1, CO2
3.	List three characteristics that ensure proper social media conduct as discussed in "Social Media Ethics and Etiquette" by Carolyn Cohn.	BL1 CO1, CO2, CO3, CO4, CO5
4.	What is postpartum depression, and what societal expectations discussed in the "Women's Mental Health" make it harder for new mothers to cope?	BL1 CO1, CO2, CO3, CO4, CO5
5.	How does Brent Staples describe himself to show that he is harmless, and what does this reveal about public perceptions of Black men?	BL2 CO1, CO2
6.	In the poem <i>Kalahandi</i> , describe the physical condition of the starving people and explain the role played by charity kitchens in their lives.	BL2 CO1, CO2, CO3, CO4, CO5
7.	What basic skills were considered essential in the past but may no longer be relevant today, according to Harari?	BL2 CO1, CO3, CO5
8.	Differentiate between Eponymous, Descriptive, and Acronym brand names. Give one example of each.	BL4 CO1, CO2, CO3, CO4, CO5
9.	How do daily habits and lifestyle choices help in preventing diabetes, based on the essay "The Diabetes Epidemic" by V. Mohan?	BL5 CO1, CO2, CO3, CO4, CO5
10.	How can Harari's idea of "stories shaping conflict" be applied to social media influence?	BL3 CO1, CO2, CO3, CO5
(PTO)		

Section B

Answer the following questions. Each carries 6 marks (Ceiling: 24 Marks)

11.	Explain how the short film “Black & White” shows the idea of balance in the universe. Describe how the film links personal experiences with universal human values.	BL2	CO1, CO2
12.	How do Nikos’s actions change from logical thinking to believing in superstition as the story progresses?	BL4	CO3, CO5
13.	What message does Barbara Hutmman convey about the limits of science and modern medicine in "A Crime of Compassion"?	BL4	CO1, CO2, CO3, CO4, CO5
14.	Explain how ethical thinking helps in making better health-related decisions, as discussed in “Ethical Health” and “The Diabetes Epidemic”.	BL3	CO1, CO2, CO3, CO4, CO5
15.	If a brand spreads false or misleading information online, how should it correct the mistake ethically? Refer to the principles discussed in "Social Media Ethics and Etiquette" and "How to Create a Great Brand Name" to support your answer.	BL5	CO1, CO2, CO3, CO4, CO5

Section C

Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)

16.	Compare the portrayal of human rights violations in <i>Kalahandi</i> , <i>Black Men and Public Places</i> , and <i>Black & White</i> . How do these texts collectively emphasize the need for empathy, equality, and social justice?	BL5	CO1, CO2, CO3, CO4
17.	“Science should help common people, not just experts.” Discuss this idea with reference to Orwell’s views on science and Harari’s interview. How does "The Broken Mirror" support this idea?	BL5	CO1, CO3

CO : Course Outcome

BL : Bloom’s Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)