

24U2110

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Name :

Reg. No :

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2025

(FYUGP)

**CC24UENG2FA103(3) - ADVANCED ENGLISH LANGUAGE SKILLS FOR COMMERCE AND
MANAGEMENT**

(English - AEC)

(2024 Admission - Regular)

Time: 1.5 Hours

Maximum : 50 Marks

Credit: 3

Part A

Read the provided passage and answer the following questions.

Each question carries 2 marks.

Key Skills of a 21st-Century Entrepreneur and Why They're Important

Being a 21st-century entrepreneur is a demanding and exciting challenge. This is because the world is growing and changing so rapidly that it requires innovative thinking skills of an entrepreneur to stay ahead of their competitors. The 21st-century entrepreneur has to be highly organized and flexible. This means that a 21st-century entrepreneur is constantly thinking and planning. One way to do this is by creating and maintaining effective business plans. Furthermore, a good entrepreneur should also have excellent communication skills, leadership capability and the ability to lead others effectively.

As a leader of a company or enterprise, an entrepreneur needs to be highly skilled in persuading people. This skill makes them a sought-after commodity among owners, employees and customers. It also makes them one of the most powerful people in the workplace. An excellent communicator and a fluent speaker with excellent managerial and interpersonal skills is also highly sought-after.

The ability to problem-solve and come up with creative solutions is another important trait that top entrepreneurs possess. Being able to analyze and evaluate problems in a better way increases their chances of discovering solutions. Moreover, problem-solvers are highly creative thinkers. They are capable of coming up with fresh ideas and ways to overcome problems. Entrepreneurs should be excellent problem-solvers and should not be afraid to put their heads out into new things. By doing this, they also enhance their creativity and critical thinking skills.

Having organizational skills is another trait that an excellent entrepreneur possesses. In my experience, entrepreneurs are usually the most organized individuals in any organization. They should always have a well-planned and well-executed organizational structure.

They must also be able to communicate well with colleagues and subordinates, as another essential characteristic that an entrepreneur must possess is good interpersonal and verbal communication. They should be able to communicate their thoughts clearly without any hesitation. Good critical thinking skills also enhance interpersonal communications. They should be able to think logically and rationally on issues related to their businesses.

An excellent entrepreneur must also possess a sense of risk-taking and flexibility. The ability to adjust and adapt to changing circumstances is vital for an entrepreneur to be successful. Part of being flexible is that they must be able to manage their time well. Any entrepreneur who wants to be successful must be capable of managing their time effectively. This enables them to work on the most appropriate business idea at the right time.

The ability to work as part of a team is another one of the important key skills of a 21st-century entrepreneur. Teamwork is highly crucial in running a successful business. Teamwork allows entrepreneurs to provide for the needs of their customers. It also allows them to gain more insights into the products and services of other companies. They should therefore work effectively with their colleagues and supervisors.

Being an entrepreneur requires dedication and hard work. The most promising businesses in the 21st century will be those that have the entrepreneur as their main employee. This employee should be hardworking, creative and committed. On a practical note, they should be physically fit and able to stand for long hours. This person should be able to carry out tasks easily and without stress. Because of their work ethic, a good entrepreneur always meets their commitments.

In a society that has become more global and globalized, entrepreneurial skills are required more than ever before. Good entrepreneurs must understand the value of global trade but also understand each country's strengths and weaknesses. They should therefore develop good relations with other countries should their business operate in this field. This means understanding the cultural differences and finding ways of complementing their policies and practices.

Good entrepreneurs possess a set of key skills. They should therefore be willing to acquire new skills as they progress through their careers, and they should develop new skills whenever they face obstacles or opportunities in their businesses. They should develop their leadership skills because leadership is crucial to a company's success.

1. What are the key characteristics of a 21st-century entrepreneur? [Level:1] [CO1]
2. Why is persuasive ability important for an entrepreneur? [Level:2] [CO2]
3. How does problem-solving contribute to an entrepreneur's success? [Level:1] [CO1]
4. Why is organizational skill crucial for an entrepreneur? [Level:1] [CO1]
5. How does communication play a role in entrepreneurship? [Level:2] [CO2]
6. What is the significance of flexibility in entrepreneurship? [Level:1] [CO1]
7. How does teamwork benefit an entrepreneur? [Level:2] [CO2]
8. What role does work ethic play in entrepreneurship? [Level:1] [CO1]
9. Why is global awareness important for entrepreneurs? [Level:2] [CO1]
10. What should entrepreneurs do to ensure long-term success? [Level:1] [CO1]

(Ceiling: 16 Marks)

Part B (Paragraph questions/Problem)

Answer **all** questions. Each question carries 6 marks.

11. SteveJobs' leadership style and philosophy are evident throughout his speech. [Level:4] [CO4]
Analyse his insights as presented in Stanford address.
12. Analyse the character of Jenny Curran in *Forrest Gump*. Compare and contrast her [Level:4] [CO6]
choices and life trajectory with that of Forrest Gump.
13. Analyze Mr. Collins' reasons for marriage in *Pride and Prejudice*. How do you [Level:4] [CO1]
think it reflects upon his character and the values of the society that he represents?
14. In the poem "For the Minicab Driver Who Looked as if He Needed Feeding", the [Level:1] [CO5]
minicab driver responds with "Barnsley". Why was he curt?
15. Distinguish the major themes explored in "The Lottery". [Level:4] [CO1]

(Ceiling: 24 Marks)

Part C (Essay questions)

Answer any **one** question. The question carries 10 marks.

16. "The train is not just a machine; it is a force that transcends the ordinary." [Level:4] [CO3]
Critically examine the statement with reference to "The Express".
17. Examine the significance of material possessions versus emotional bonds in "The [Level:5] [CO1]
Gift of the Magi".

(1 × 10 = 10 Marks)
