

MANONMANIAM SUNDARANAR UNIVERSITY

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION

INTERNAL ASSIGNMENT

B.A. ENGLISH

IV SEMESTER

தமிழும்அறிவியலும் (J1TL41)

1.அ. அறிவியலில்மனிதவாழ்வுபெறுமிடத்தைக்கட்டுரைக்க.

அல்லது

ஆ. பழந்தமிழ்இலக்கியங்களில்உள்ளஅறிவியல்சிந்தனைகளைக்கட்டுரைக்க.

2. அ. சிற்றிலக்கியங்களில்உள்ளஅறிவியல்சிந்தனைகளைக்கட்டுரைவரைக.

அல்லது

ஆ. இணையத்தமிழ்கல்விக்கழகம்மற்றும்நூலகத்தின்செயல்பாட்டைவிவரிக்க

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General English – IV (J2EN41)

1. a) Discuss the challenges faced by Adeline Yen Mah in *Chinese Cinderella*.

OR

- b) Analyze the speech on *The Quality of Mercy* in *The Merchant of Venice*.

2. a) How does *Pride* by Dahlia Ravikovitch portray the hidden strength behind emotional vulnerability?

OR

- b) Write a Welcome Address speech on the occasion of a literary conference at your college.

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World Literature in Translation (JMEN41)

1. a) Critically analyze Khalil Gibran's view on parenthood in *Your Children are not Your Children*.

OR

b) How does Pablo Neruda explore love and memory in *If You Forget Me?*

2. a) Discuss Montaigne's views on friendship and its importance in *On Friendship*.

OR

b) Analyze the use of magical realism in Gabriel Garcia Marquez's *A Very Old Man with Enormous Wings*.

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Aspects of Language & Linguistics (JMEN42)

1. a) Discuss the scope and importance of linguistics as introduced by George Yule.

OR

- b) Explain David Holme's communication theory.

2. a) Critically examine Noam Chomsky's contributions to syntax and semantics.

OR

- b) How does Peter Roach view the role of computing in linguistics and phonetics?

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English for Business (JSEN41)

1. a) How does Business English cater to the specific communication needs of the corporate and professional world?

OR

- b) What are the essential features of effective Business English communication?

2. a) Explain how Business English helps bridge communication gaps in cross-cultural business interactions.

OR

- b) Discuss the relationship between Business English training and employability in emerging economies.

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Translation: Basic Concepts and Practice (JEEN41)

1. a) Discuss the origin and development of translation in a global context.

OR

b) Choose two significant translators and critically assess their contributions and selected works.

2. a) Explain the basic principles and approaches in translation studies.

OR

b) Elaborate on the main objectives of translation.

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Copywriting and Digital Marketing (JNEN41)

1. a) Why is SEO copywriting essential for modern businesses? Discuss its role in improving brand visibility.

OR

b) Discuss various effective sales approaches that can be incorporated into a sales process to enhance customer conversion.

2. a) Evaluate the importance of understanding web content for successful internet marketing and business growth.

OR

b) How does social media impact corporate public relations?

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Value Based Education – JVBE41

1. a) Describe the contribution of Dr. B.R. Ambedkar to the Indian people.

இந்திய மக்களுக்கு டாக்டர் பி.ஆர். அம்பேத்கர் ஆற்றிய பங்களிப்பை விவரிக்கவும்.

(OR)

- b) Write a Explain the values and Ethics.

மதிப்புகள் மற்றும் நெறிமுறைகளை விளக்குங்கள் என்ற தலைப்பில் ஒரு கட்டுரை எழுதுக.

2. a) Poverty is the major social issues in India –Explain

இந்தியாவில் வறுமைதான் முக்கிய சமூகப் பிரச்சினை - விளக்குக

(OR)

- b) Describe the role of EV.R. Periyar in Social reforms.

சமூக சீர்திருத்தங்களில் ஈ.வி.ஆர். பெரியாரின் பங்கை விவரிக்கவும்