



तेजस्वि नावधीतमस्तु
ISO 9001:2008 & 14001:2004

FAIRFIELD
Institute of Management & Technology
Managed by 'The Fairfield Foundation'
(Affiliated to GGSIP University, New Delhi)

B.A. (Eco) – II Sem

Business English

Code: 108

Objective:

The objective of this assignment is to familiarize the students with the nature and dimensions of Business English in their Curriculum.

1. Discuss different Themes around which the play "Death of a Salesman" moves around. Which theme describes the play and why.
2. What factors were responsible for the introduction of a poor-relief bill in "The Gloomy Presentiments of Parson Malthus and David Ricardo"? What were the constituents of Moral Philosophy as stated by Adam Smith?
3. (a)The fountain pen, however, was a great technological advance .Justify.
(b) Explicate "Diverse Egalitarianisms" Inequality Reexamined by Amartya Sen
4. State the significance as communicated by the ROBERT L. HEILBRONER in this book "THE WORLDLY PHILOSOPHERS"
5. Define the following term along with suitable examples:
 - a. Economics of Permanence.
 - b. Economics of Transience.
 - c. Modularism

Procedure:

The students should refer to the books mentioned in references and they can also take help from internet. The assignment should be handwritten and properly filled. Students should cover all these headings in their assignments.

- Index
- Introduction
- Objective of the assignments
- Assignment questions with answers
- Conclusion
- References

Outcome:

After completing the assignment, students will understand the various basic concepts of business environment and will be able to perform better in the subject.

Reference Books:

1. Shaikh, Saleem, (2010), Business English, 2nd edition, Pearson Education.
2. Cherunilam, Francis, (2007), Business English - Text and Cases, Himalaya Publishing House.