

# P P SAVANI UNIVERSITY

Fifth Semester of B. COM. Examination  
November 2022

SMBC 3240 Commercial Communication

26.11.2022, Saturday

Time: 09:00 a.m. To 11:30 a.m.

Maximum Marks: 30

**Instructions:**

1. The question paper comprises of two sections.
2. Section I and II must be attempted in same answer sheets.

**SECTION - I**

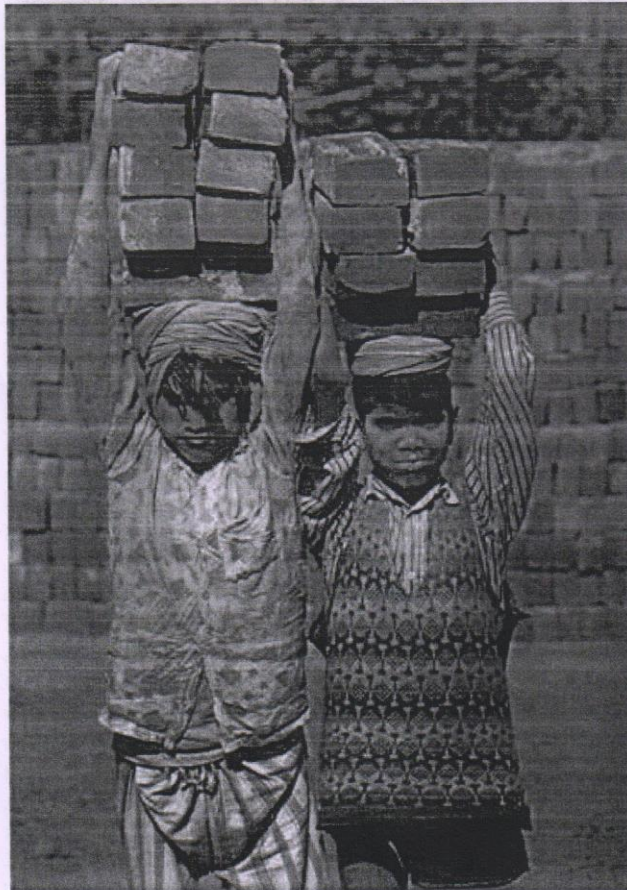
**Q - 1** Answer the following reading comprehension passage. Each question carries 02 marks (Any 5) [10] CO BTL

Philosophy of Education is a label applied to the study of the purpose, process, nature and ideals of education. It can be considered a branch of both philosophy and education. Education can be defined as the teaching and learning of specific skills, and the imparting of knowledge, judgment and wisdom, and is something broader than the societal institution of education we often speak of. Many educationalists consider it a weak and woolly field, too far removed from the practical applications of the real world to be useful. But philosophers dating back to Plato and the Ancient Greeks have given the area much thought and emphasis, and there is little doubt that their work has helped shape the practice of education over the millennia. Plato is the earliest important educational thinker, and education is an essential element in "The Republic" (his most important work on philosophy and political theory, written around 360 B.C.). In it, he advocates some rather extreme methods: removing children from their mothers' care and raising them as wards of the state, and differentiating children suitable to the various castes, the highest receiving the most education, so that they could act as guardians of the city and care for the less able. He believed that education should be holistic, including facts, skills, physical discipline, music and art. Plato believed that talent and intelligence is not distributed genetically and thus is to be found in children born to all classes, although his proposed system of selective public education for an educated minority of the population does not really follow a democratic model. Aristotle considered human nature, habit and reason to be equally important forces to be cultivated in education, the ultimate aim of which should be to produce good and virtuous citizens. He proposed that teachers lead their students systematically, and that repetition be used as a key tool to develop good habits, unlike Socrates' emphasis on questioning his listeners to bring out their own ideas. He emphasized the balancing of the theoretical and practical aspects of subjects taught, among which he explicitly mentions reading, writing, mathematics, music, physical education, literature, history, and a wide range of sciences, as well as play, which he also considered important. During the Medieval period, the idea of Perennialism was first formulated by St. Thomas Aquinas in his work "De Magistro". Perennialism holds that one should teach those things deemed to be of everlasting importance to all people everywhere, namely principles and reasoning, not just facts (which are apt to change over time), and that one should teach first about people, not machines or techniques. It was originally religious in nature, and it was only much later that a theory of secular perennialism developed. During the Renaissance, the French skeptic



Michel de Montaigne (1533 - 1592) was one of the first to critically look at education. Unusually for his time, Montaigne was willing to question the conventional wisdom of the period, calling into question the whole edifice of the educational system, and the implicit assumption that university-educated philosophers were necessarily wiser than uneducated farm workers, for example.

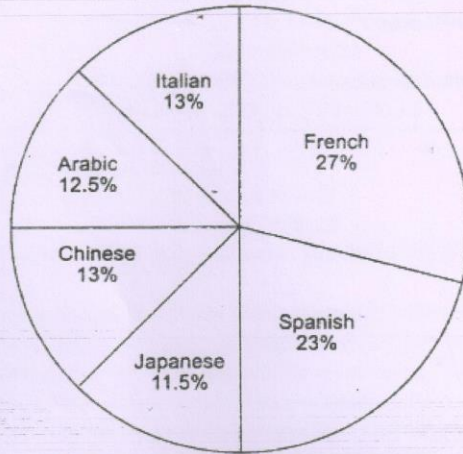
- (i) Why do educationists consider philosophy a 'weak and woolly' field?
  - (ii) What do you understand by the term 'Perennialism', in the context of the given comprehension passage?
  - (iii) Were Plato's beliefs about education democratic?
  - (iv) Why did Aquinas propose a model of education which did not lay much emphasis on facts?
  - (v) What is the difference between the approaches of Socrates and Aristotle?
  - (vi) Who was Michel de Montaigne?
  - (vii) Define education in the context of the given comprehension passage.
- Q - 2 (a) Write a paragraph in about 75 words using the visual aids given: (05) 3 2



OR

Q - 2 (b) Write a paragraph in about 75 words using the chart given below:

3 2



Favourite Languages read by students

**SECTION - II**

- Q - 1 (a) Last month, you went to Ooty and stayed at Hotel Greenview for a week. Within two days you found that the facilities provided were not good and you had to leave the hotel. On reaching home at Chennai you decided to write a letter of complaint to the manager describing all that went wrong there. Demand a refund of the money paid in advance. Write the letter in 120 - 150 words. You are Omar/Amna, 12 B, Mount Road, Chennai. [10] 1 6
- OR**
- Q-1 (b) You are applying for a job. Write a cover letter explaining your reasons for choosing this particular job at this particular company, and why you would be a good hire. (you are free to choose any company/ organization of your choice to apply for) 1 3
- Q - 2 (a) Complete the incomplete story. (05) 2 6
- On Sunday evening while I was walking along the street I encountered a child wearing a torn t-shirt and a half pant. He was crying with a piece of paper in his hand...
- OR**
- Q - 2 (b) Sam and Gaurav were both patients in a Mental Hospital. One day, while they were walking, they passed the hospital swimming pool and Sam suddenly... 2 6
- (ii) Short Note/Long Question/Example

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CO : Course Outcome Number

BTL : Blooms Taxonomy Level

Level of Bloom's Revised Taxonomy in Assessment

1: Remember	2: Understand	3: Apply
4: Analyze	5: Evaluate	6: Create