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**Bachelor of Commerce 1st Semester
Examination**

1127

**ENGLISH AND BUSINESS COMMUNICATION
SKILLS**

Paper : BCM-102

Time : 3 Hours]

[Max. Marks : 80

Note :- Attempt all questions.

Section-I

1. Write short answers (100–120 words) to any *three* of the following :

- (i) What mystery is revealed to the king at the end of the story ?

(The Judgement Seat of Vikramaditya)

NA-281

(1)

Turn Over

(ii) How did Baron Hausberg help Hughie to marry Laura ? (The Model Millionaire)

(iii) What did Suzanne wanted on her birthday and what she got and how ? (Fur)

(iv) The writer describes Jim and Della foolish as well as the wisest of all who give others gifts. Why ? (The Gift of the Magi)

(v) Can we call Anton Chekov's play 'The Proposal' a farce ? (The Proposal)

4×3=12

2. Write answer to any *one* of the following in (300–350 words) :

(i) How does the story '**Fur**' mock at the greedy nature of two women-Suzanne and Eleanor ?

(Fur)

(ii) Draw the character sketch of Ivan Lomov based on the play '**The Proposal**'. (The Proposal)

1×10=10

3. Read the given passage and answer the questions :

Man has become very busy because he is always after material success. He has no time to stand and stare and think of the real significance of life. The cult of modern civilization is work. Wastage of a single minute is a crime. We have forgotten the uses of leisure. That is why modern man is victim of neurosis, depression and hurry and worry. Today we always think of success. The idea of success is unlimited and so the time devoted to attain success is infinite. The result is that modern man is always under stress and strain, not realising the value of leisure in daily life. He does not devote time to self-introspection and is always restless. Leisure in life is so important that it gives man time to plan things in calm and quiet manner. Infact, aggressiveness and restlessness are the bane of modern civilization. One

must know that without proper leisure success has no meaning. According to an American writer, the Devil is the busiest creature in the world. The divine in man loses its significance. Success in life is measured in terms of money. The idea of success has made us selfish without moral and social obligations. The uses of leisure are many. We can devote leisure to humanitarian work. It leads to lasting peace of mind. Money can buy pleasure but not happiness and freedom from anxiety and strain. Leisure spreads sunshine in our lives and those of others. One can use leisure for mental and spiritual development. Therefore, one must spare sometime for higher activities and creative mode of life.

Answer the following questions :

- (i) What is the situation of man in this material world ?

- (ii) What is the cult of modern civilization ?
- (iii) What is the result of man's clamouring for success ?
- (iv) What is the importance of leisure in life ?
- (v) List *three* uses of leisure in life.
- (vi) Give in simple English the meanings of :
 - (a) Introspection
 - (b) Significance

2×6=12

4. Match the words with their meanings :

- | | |
|---------------|-----------------------------|
| (i) Ardent | (a) Thin |
| (ii) Slender | (b) Joyful |
| (iii) Blaze | (c) To make thorough search |
| (iv) Ecstatic | (d) Eager |
| (v) Yell | (e) Unimportant |
| (vi) Ransack | (f) Glare |
| | (g) Scream |

1×6=6

Section-II

5. Write a letter from a distributor to a supplier, demanding early delivery of goods.

Or

Write a letter to a firm regarding wrong supply of sports equipments; requesting them to make changes for the same.

10

6. Do any *two* of the following :

- (a) Write a **memo** to the head accountant for not submitting the bill on time.
- (b) Draft a **public notice** regarding dissociation from a business partner.
- (c) Draft an **auction notice** for sale of obsolete equipments and spare parts and scrap.
- (d) Write a **tender notice** regarding maintenance and construction work of roads.

10×2=20

7. Attempt any *two* of the following :

- (a) Define communication and its objectives.
- (b) Explain grapevine communication
- (c) Briefly explain upward and downward communication.

5×2=10