

(i) Printed Pages : 4

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(ii) Questions : 7

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B.Com. 1<sup>st</sup> Semester

1125

**ENGLISH AND BUSINESS COMMUNICATION**

**Paper : BCM-102**

**Time Allowed : Three Hours]**

**[Maximum Marks : 80**

**Note :-** Please attempt all questions keeping to the given word limit.  
Internal choice has been given.

**SECTION-I**

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

- (a) What were the four 'great truths of modern life' which Hughie Erskine never realized' ? Why ? (The Model Millionaire)
  - (b) What possessions of the young couple were they very proud of ? With whose riches were they compared ?  
(The Gift of the Magi)
  - (c) What information about King Vikramaditya is given in the story. "The Judgement Seat of Vikramaditya' ?
  - (d) What was Suzanne's 'worry' and 'anxiety' with regard to her birthday, and what gift did she desire ? ('Fur')
  - (e) What did Lomov and Natalia fight about and what made them finally willing to marry ? (The Proposal)
- 4×3=12

2. Write answers to any **one** of the following in **300-350** words each :

(a) Attempt a character sketch of Hughie Erskine.

(The Model Millionaire')

(b) Relate the story of 'Fur' as Eleanor would have related it to someone as her personal experience. (Fur')

1×10=10

3. Read the passage given below and, in your own words, answer the questions based on it.

"These were called soil-stabilised houses," my father had said to me. " They were built at a time when there was an acute shortage of cement." And whilst that is a term used essentially for roads, he was borrowing it to describe the traditional but out-of-style use of mud instead of cement in these constructions. They are old-world houses in a modern city, somewhat anachronistic, almost ready to excuse themselves and depart.

Those of us who have grown up in govt. housing in Punjab towns look up at these ceilings and go into paroxysms of excitement. "You know, my grandfather's house had ceilings exactly like these." To many, this may not seem like a reason for such effusion, but for those of us with adequate years behind us, they are a piece of the past, the lost world of our childhood.

And when they were built in the 50's, it was perhaps not about going green. Green is relatively new – green technologies, green life-style. The whole politics of green is new. Those days they were just trying to get past a cement shortage, when permits were to be obtained for bricks and cement.

In any case, these houses were supposed to have a best-before date to them, and were to have been demolished once the city was standing on its feet. But then we were hoarders, not a use-and-throw society. I use the past tense deliberately. And when products



in the market began to come dressed in fancy packaging, it was hard for us to even throw away those pretty little boxes.

Today we seem ready to discard things very quickly into the dustbin of time. Houses are no longer renovated, but demolished and built from scratch. And of course, we now consign to garbage those ribbon-festooned gift boxes.

- (i) What words did the writer's father use to describe the houses and what did they mean ?
- (ii) What does 'they', in the line 'they are a piece of the past' refer to and why does the writer describe them in that manner ?
- (iii) What does the writer imply by 'going green' ?
- (iv) What contrast does the writer present between the earlier society and the contemporary one ?
- (v) What does the writer mean by 'dustbin of time' ?
- (vi) Which words in the passage could be synonyms of :
  - (1) knock down
  - (2) archaic or dated ?

2×6=12

4. Match the words with their meanings (there is **one** extra meaning)

- |                |                             |
|----------------|-----------------------------|
| 1. coveted     | a. history                  |
| 2. chronicles  | b. search thoroughly        |
| 3. prudence    | c. power-hungry             |
| 4. ransack     | d. alcoholic                |
| 5. instigate   | e. wanted keenly to possess |
| 6. dipsomaniac | f. careful forethought      |
|                | g. incite or suggest        |

1×6=6

## SECTION-II

5. You had purchased an electronic item from a web-site, but it has turned out to be defective. Write a letter of complaint to the sales manager of the on-line firm, describing the defects in the product and state what you want the firm to do.

OR

You are the sales manager of a retail firm dealing with office furniture. A customer has complained about the quality of some office tables and chairs that were delivered to him/her.

Reply to the complaint, stating what you will do to rectify the problem.

10

6. Do any **two** of the following :

- (a) Write a *memo* to all the departments of your company, informing them of the 'Run for Women's Safety' that is being organised as a CSR initiative, in which participation is mandatory. State the date, time and venue, and inform them about any promotional items (e.g. caps) which they will be given.
- (b) Draft a *public notice* regarding the copyright of your company's logo or trademark and liable prosecution of violators.
- (c) Draft a *tender notice* for the contract of your college canteen. Specify the items on the menu and indicate the approximate number of students and faculty as potential customers.
- (d) Draft an *auction notice* regarding disposal of old classroom furniture.

10×2=20

7. Do any **two** :

- (a) Explain the barriers to effective listening in communication.
- (b) Explain the 7C's of communication in a business context.
- (c) What are the advantages and disadvantages of video-conferencing?

5×2=10