

(i) Printed Pages: 7

Roll No.

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Bachelor of Commerce 2nd Semester
(2054)

ENGLISH AND BUSINESS COMMUNICATION

Paper : BCM-202

Time Allowed : Three Hours] [Maximum Marks : 80

Note :—(1) Attempt ALL questions.

(2) Write in a neat and legible hand.

SECTION—I

1. Answer any THREE questions in about 100-120 words each :

(a) What state of mind is Prakriti in at the end ? How does she arrive at this state ?

(b) What, according to Lamb, are the insults heaped on bachelors by the married people ?

(c) What, according to Stevenson, is the secret of true happiness ?

(d) Who is the worst type of bore ?

(e) "All literature answers to something in life, some habitual form of human expression." Explain.

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2. Answer any **ONE** question in about **300–350** words :

(a) Draw in your own words a character sketch of Prakriti in Tagore's play 'Chandalika'.

(b) Stevenson says, "to travel hopefully is better than to arrive". Elucidate it. 10

3. Read the passage carefully and answer the questions given at the end :

Secularism is the very soul of Indian society and the democracy. India has a tradition of co-existence, tolerance, co-operation, and mutual respect between all its social and religious groups. Islam came to India with Muslim conquerors. A large number of natives turned Muslims over the period and presently they make up the second-largest community of our Nation. The contribution of Islam to Indian culture and civilization has been spectacular. It added variety, colour and richness to native heritage. Islam enriched India with architectural wonders, the most precious being 'Taj Mahal', the symbol of aesthetic India. Christianity had preceded Islam to India. St. Thomas, the twelve disciple of Christ arrived in India to preach his message when St. Peter was in Rome. Parsis came to India in the 8th Century to escape from religious

persecution in Iran. They brought Zoroastrianism. Jews sailed to India 2000 years ago to settle down in Mumbai, Pune, Kochi and Delhi. Hinduism itself was a religious conglomeration of thousands of sects having distinct beliefs, rituals, customs, and practices. Three nearly different religions branched out of it, namely, Buddhism, Jainism and Sikhism having separate places of worship and holy books. In all, India remained a shining example of unity in diversity, nowhere else found in the world.

Honouring this eternal spirit of India, our constitution makers declared our Nation to be a secular state without any discrimination. Although the people of our country are deeply religious yet they don't harbour any ill will or intolerance against other faiths. Even during the freedom struggle, the leaders who led it made secularism a basic policy to rally all the people against the British. The secular polity was fiercely strengthened by Mahatma Gandhi. Himself a deeply religious Hindu, he had great respect for all other religions and faiths.

To divide the Indians, the colonial rulers tried to destroy the fine spirit of secularism by aiding and abetting communal forces. Some of our people forgot that sacred tradition and played in the hands of the British. Our country paid a terrible price for that lapse. India got divided into two nations and we lost the father of the Nation, Mahatma Gandhi to the bullets of a degenerated fanatic who had no use for our secular legacy. It should teach us a lesson that only a secular spirit will keep India going.

Questions :

- (1) What has been the tradition of India ?
- (2) Which religions came to India from abroad ?
- (3) Which is the most precious gift of Islam to our country ?
- (4) What has India been the shining example of ?
- (5) What price India paid for its lapse in secularism ?
- (6) Give a suitable title to the passage.

4. Match the words under Column A with their meanings under Column B :

Column A

Endure

Amiable

Quivering

Hasten

Cadence

Exile

Column B

Banish

Quicken

Bear

Rhythm

Trembling

Pleasant

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SECTION—II

5. Draft a report by a committee especially appointed to enquire into the financial deterioration of the company over the past five years. Make the suggestions to increase larger profits.

OR

Write a report to the Senior Manager about the need of the extensive advertising campaign for the sale of the products of your company.

10

6. Write a précis of the following passage in about one-third of its length and suggest a suitable title :

Education ought to teach us how to be in love always and what to be in love with. The great things of history have been done by the great lovers, saints, men of science and artists, and the problem of civilization is to give every man a chance of being a saint, a man of science or an artist. But this problem cannot be solved unless men desire to be saints, men of science and artists. And if they are to desire that continuously they must be taught what it means to be these things. We think of the man of science, or the artist if not of the saint, as a being with peculiar gifts who exercises more precisely and incessantly perhaps, activities which we all ought to exercise. It is a common place belief that art has ebbed away out of our ordinary life, out of all the things which we use, and that it is practiced no longer recognize the aesthetic activity as an activity of the spirit and common to all men. We do not know that when a man makes anything he ought to make it beautiful for the sake of doing so, and that when a man buys anything he ought to demand beauty in it for the sake of that beauty. We think of beauty if we think of it at all, as a mere source of pleasure, and therefore it means to us an ornament added to things for which we can pay extra as we choose. But neatly is not an ornament to life, or the things made by man. It is an essential part of both.

7. What do you understand by the non-verbal communication ?

OR

Discuss the advantages and disadvantages of E-mail as a means of business communication. 10

8. Draft a Curriculum Vitae for the post of Public Relations Officer in a company.

OR

Write a Curriculum Vitae for the post of Assistant Professor in Music. 10