

2071

Bachelor of Commerce
Second Semester

BCM-202: English and Business Communication

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt all questions. Attempt all parts of a question together. Write in neat and legible hand.

x-x-x

Section - A

- I. Attempt any three questions in 100 - 120 words each:-
- What are the various types of Bores enumerated by Lucas?
 - 'To travel hopefully is better than to arrive'. Discuss with reference to 'El Dorado'
 - What is it that distinguishes the essay from the other forms of literary expressions? (The Art of the Essayist)
 - What according to Lamb, is the impact of marriage on old friendship? (A Bachelor's complaint of behaviour of married people)
 - Discuss the different forms of sufferings Ananda had to pass through at different stages of the spell. (Chandalika) (12)

- II. Answer any two of the following in about 350 words:-
- 'The message of Chandalika is that the value of a human being resides in a loving human heart, not in caste'. Discuss.

OR

Give a detail the development of thought in the essay 'A Bachelor's complaint of the behaviour of married people' (10)

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

Before discussing changes in climate, however, it is desirable to define the concept of climate itself. Climate is both a consequence and a demonstration of workings of complex processes in atmosphere, the oceans and on land. As a result of unequal heating of the earth's surface by the sun, an atmospheric circulation pattern is developed and maintained.

P.T.O.

(2)

In principle this circulation is very straightforward: it is a system in which air is warmed at low levels in the equatorial region, ascends and flows pole ward. It is then cooled, descends, and flows back towards the equator.

In practice, however, this simple circulation is made much more complex by factors such as the earth's rotation, smaller scale circulations developed through land and sea differences and the barriers provided by major mountain ranges. Nevertheless, the main features of this general circulation when averaged over a substantial period of time (years or decades) do exhibit some continuity and permanence.

This relative stability of the overall pattern is due to the general constancy of several atmospheric and oceanic parameters, even though the values of these parameters vary from one part of the planet to another. These parameters include mean and extreme temperatures, precipitation amounts, seasonal river discharge, etc. The sum of all these relatively stable characteristics of the atmosphere is, in my view, what is meant by climate. I shall consider climate as the totality of characteristics of the atmosphere generalised over such a time period.

There is a good reason to believe that during the last several hundred million years, the normal climate of the earth as a whole was much more homogeneous than it is at present; there were not the pronounced differences in climate between different latitudes that we have today.

Several tens of millions of years ago this situation began to change and the temperature of high latitude fell gradually. About two million years age, this process accelerated and Arctic temperature dropped sharply. A glacial period ensued in which repeated advances of ice sometimes reached mid latitudes, with intervening periods when the ice receded. The last glacial advance ends in the northern hemisphere about ten thousand years age.

Questions:-

- a) How does the writer define the concept of climate?
- b) What do you understand by the term 'atmosphere circulation patter'?
- c) Name the factors that make atmospheric circulation a complex process.
- d) What are the 'stable characteristics of the atmosphere'?
- e) What happened during the glacial period?
- f) Give antonyms of the following words:-
 - i) homogeneous
 - ii) seasonal

(3)

IV. Match the words in Column - A with their meanings in Column- B.

<u>Column - A</u>	<u>Column - B</u>
1. Instance	Working hard
2. Grudging	Prayer
3. Toiling	Example
4. Aspiration	Complaining
5. Invocation	Corrupt
6. Vicious	Desire

(6)

V. Draft a report by the Deputy Commissioner regarding imposing lockdown and other restrictions to curb the spread of COVID-19 pandemic in the district, keeping in mind its implications in economy and business.

OR

Draft a report to the managing director about the need of extensive advertising campaign for sales of various products of company.

(10)

VI. Draft a précis of the following passage and give a suitable title:-

As for the language, it is no good trying to impose a medium of instruction on young pupils, which is not their mother-tongue. In the past, parents preferred their children to undergo the disadvantages of the English medium because, as against the drawbacks of a foreign medium, the advantages in life of superficially Anglicised culture were great. They deliberately allowed their children to learn the language through subjects rather than subjects through the language, because facility in the use of English language helped one very largely and covered many defects. These advantages must now soon disappear and the drawbacks in using a foreign medium will be more and more obvious as we go on. Nothing is gained by depriving young boys and girls of the advantages of the mother-tongue or some language near to it. In regions where more than one language is spoken, I see no other way but one, namely to form sections in the mixed schools according to language.

ContdP/4

(4)

For certain purposes they may sit together, so that the advantages of both mixing and separate attention may be retained. Provided we try to solve the problems with understanding and patience, the very difficulties which we first deplore, often prove in the end to be of the greatest value for progress. What was pain and trouble becomes a source of enlightenment and joy. (10)

VII. What are the advantage and disadvantages of an e-mail?

OR

What is non-verbal communication? Discuss in detail various advantages of non-verbal communication. (10)

VIII. Prepare a curriculum vitae for the post of Public Relations Officer (PRO).

OR

Draft a curriculum Vitae for the post of placement officer in a college. (10)

x-x-x