

(i) Printed Pages: 7

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Bachelor of Commerce 2nd Semester

(2042)

ENGLISH AND BUSINESS COMMUNICATION

Paper : BCM-202

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :—Attempt ALL parts of a question together.

UNIT—I

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

- (i) What is it that distinguishes the essay from the other forms of literary expressions ? (The Art of Essayist)
- (ii) What made Prakriti call herself 'a flower sprung from a poison plant' ? (Chandalika)
- (iii) Discuss in detail, what according to Stevenson in 'El Dorado' is the secret of true happiness ?
- (iv) Who, according to Lucas is the 'Worst type of Bore' discussed in chapter 'Bores' ?

- (v) What according to Lamb in 'A Bachelor's Complaint of the behaviour of Married people', is the impact of marriage on old friendships ? . 12

2. Answer any one of the following in about 350 words :

Boreds are mostly happy says Lucas; get they do not spread happiness. Discuss with reference to chapter 'Boreds'.

OR

Explain how title of the play 'Chandalika' throw light on its theme. 10

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

Every society depends on energy derived from one source or another to supply its needs. In the past the energy of beasts and water power for water-mills was to supplement what man could not do alone. Modern society depends above all on heat-based energy. This produces electricity, cooks food, and propels motorcars, ships and planes. The principal source is oil. Without it industry would collapse, standards of living would drop. Oil is not longer so cheap and plentiful as it once was. Existing supplies will not last indefinitely. Yet

world energy demand goes on increasing. This demand almost trebled between 1950 and 1970. By 1985 it was estimated that the energy demand of the major industrial nations will have doubled again.

The natural resources of the world—including food, minerals, oil and raw materials—are limited. It is already recognized that as population continues to grow, everyone's share of the available food will have to be smaller unless more food is produced. Despite improvements in farming techniques, there is a limit to the quantity of grain for example, that a field will produce, only so many cows can be pastured in a meadow. This is why many countries are trying to restrict population growth by birth control and why scientists are looking for new ways of manufacturing food.

Of course, the food we eat is continually being replaced : we sow new crops and breed cattle. But we cannot reproduce raw materials. It is impossible to put back iron ore once it has been dug out of the ground and smelted into steel. We cannot refill an empty oil well. While the supply of raw materials for industry and of fuels to drive machinery and make electricity seemed unlimited, no one worried that a

proportion of the total was being used up forever each year. But as population grew, so did the appetite of industry—and at a much more rapid rate. As a result, there were more goods to go round, living standards were raised and the manufacturing countries—became rich. These are the benefits of economic growth, and every country wants to enjoy them. But how much economic growth will the world support? No one knows for sure.

Read the above passage and answer the following questions in your own words :

- (i) What were the principal sources of energy in the past?
- (ii) Which fuel produces heat-based energy in modern times?
What does it do?
- (iii) What are the steps being taken to overcome shortage of food?
- (iv) What are the effects of rapid economic growth?
- (v) Make sentences of the following words :
 - (a) Collapse
 - (b) Appetite
 - (c) Support
 - (d) Modern.

4. Match the following words :

Column 'A'	Column 'B'
(i) Gag	Story
(ii) Toiling	Understand
(iii) Bewilder	Silence
(iv) Apprehend	Working Hard
(v) Thrilled	Puzzle
(vi) Narrative	Excited

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UNIT—II

5. Draft a Report on the decline of sales of various brands and products in GARMENT INDUSTRY due to COVID-19 pandemic (in about 150-200 words).

OR

Draft a Report (in about 150-200 words) regarding opening of various Govt. Sponsored Hospitals in your State. 10

6. Make a Precis of the following passage and give suitable title :

Old age, it is said, disqualifies us from, taking an active part in the great scenes of business. But in what sense ? Let

me ask. If in those which require the strength and vivacity of youth, I readily admit the charge; but are there no other—none which are peculiarly appropriated to the evening of life, and which being executed by the power of the mind are perfectly consistent with a less vigorous state of body. Nothing can be more void of foundation than to assert that old age necessarily disqualifies a man for the great affairs of the world. As well might it be affirmed that the pilot is totally useless and unengaged in the business of the ship, because, while the rest of the crew are more actively employed in their respective departments, he sits quietly at the helm and directs its motion. If in the great scenes of business an old man can't perform a part which requires the force and energy of vigorous years he can act nonetheless in a nobler and more important character. It is not by exertions of corporal strength and activity that the momentous affairs of state are conducted, it is by cool deliberation, by prudent counsel, and by that authoritative influence whichever attends on public esteem qualifications which are so far from being impaired, that they are usually strengthened and improved by increase of years.

7. Discuss in detail, various advantages and disadvantages of Video-Conferencing.

OR

'Effective Listening leads to Effective Communication'. Discuss in detail with advantages of Effective Listening. 10

8. Prepare a *Curriculum Vitae* for the post of *Marketing Head* in a Company.

OR

Draft a *Curriculum Vitae* for the post of *Assistant Professor in English*. 10