

(i) Printed Pages : 4

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(ii) Questions : 7

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Bachelor of Commerce 1st Semester

(2123)

ENGLISH AND BUSINESS COMMUNICATION SKILLS

Paper : BCM-102

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt **all** the parts of a question together.

SECTION—A

1. Attempt any **three** questions in **100-120** words each :—

- (a) Why did Alan Trevor like Hughie ?
- (b) Did Jim and Della sell their dearest possession to no purpose ?
- (c) How was the King prevented again and again from taking Vikramaditya's seat ?
- (d) What 'sub-story' does Eleanor tell Bertram and with what motive ?
- (e) What were Lomov's reasons for deciding to get married ?

12

2. Write answer to any **one** of the following questions in **300-350** words :—

- (a) Draw the character sketch of Natalia.
- (b) Comment on the statement, 'Millionaire models are rare enough; but, by Jove, model, millionaires are rarer still'.

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 considered a crime. We have forgotten the uses of leisure. That is why, modern man is a 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. In fact aggressiveness and restlessness are the banes 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 social and moral 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 no 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 some time for higher activities and creative mode of life.

Answer the following questions :—

- (1) What is the situation of man in this material world ?
- (2) What is the cult of the modern civilization ?
- (3) What is the result of man's clamouring for success ?
- (4) What is the importance of leisure in life ?
- (5) List three uses of leisure in life.
- (6) Give in simple English the meanings of :
 - (i) Introspection
 - (ii) Significance.

12

4. Match the words in Column A with their meaning in Column B :—

Column-A	Column B
(i) Parsimony	seize
(ii) Extravagance	walk
(iii) Mound	made up
(iv) Usurp	hillock
(v) Stroll	miserliness
(vi) Concocted	wastefulness

6

SECTION—B

5. Write a letter to a Sports firm whose goods are being returned. Explain the reasons and give a note of caution in the end.

OR

Write a letter to a bank for a loan for your business concern.

10

6. Draft any **four** of the following :—
- (a) Draft a Public Notice announcing change in working hours of your bank.
 - (b) Draft an Auction Notice for the sale of a plot of land.
 - (c) Draft a Tender Notice for improvement of roads.
 - (d) Draft an advertisement for toys and dolls exhibition-cum-sales.
 - (e) Write a memo to the head accountant for not submitting the bills on time. 4×5
7. Attempt any **two** of the following :—
- (a) Importance of Upward Communication.
 - (b) Objectives of Business Communication.
 - (c) Inter-personal and Intra-personal Communication. 2×5