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**Bachelor of Commerce Ist Semester
(0011) Examination**

0803

**ENGLISH AND BUSINESS COMMUNICATION
SKILLS**

Paper : BCM-102

Time : 3 Hours]

[Maximum Marks : 80

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

Section-I

Write short answers any *three* of the following in 100-120 words each :

- (a) Why could Mughie Erokiné not settle down in any profession ? (The Model Millionaire)
- (b) Describe the gift that Della received from Jim. (The Gift of the Magi)
- (c) Why was the King desirous of acquiring the Judgement seat ?

(The Judgement Seat of Vikramaditya)

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(1)

Turn Over

- (d) What were Tomor's reasons for deciding to get married ?
(The Proposal)
- (e) Who were the 'fur trappers' and why were they so called ?
(Fur)
2. Write answers to any *one* of the following in $4 \times 3 = 12$ 300-350 words each :

- (a) What is the significance of the title, 'The Gift of the Magi', and how does it connect with the lives of Jim and Della ?

Or

- (b) Attempt a character sketch of Natalia.

- (A Marriage Proposal)
3. Read the passage given below and answer the $10 \times 1 = 10$ questions given, in your own words :

Our fairy tales and folk lore have taught us that a girl child is always a commodity, even if she is a princess. Infact, she is all the more a commodity if she is a princess. The princess is a damsel who gets distressed and waits to be rescued by the prince. She is not a free agent, not an active participant, she is merely a cause for trouble, a peg to show off the prince's princely qualities, and ultimately serving as a passive prize.

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This used to bother me as a child, so as soon as I had my own little girl children, I started writing fresh fairy tales for them, where the problems are generated elsewhere in society, and it is the princess or the queen who saves their country, the people, and often the king and prince as well. The source of their strength, however, is not physical prowess. They are not princes in saris.

Although they are trained in riding and fencing, they do not need to use conventional weapons to conquer their enemies. Their source of strength lies in their head. They are courageous and intelligent, they can think their way out of trouble. Similarly, in all my adventure novels for children, it is a twelve-year-old girl who has these adventures and solves the mysteries.

In all these stories the children are free agents, they think and act on their own, they have a friendly yet respectful relationship with the other, especially elder members of their family. The girl children display

self-confidence and dignity. Women in this household think, talk, play read and laugh. They all enjoy life. Thus, the cultural positioning of the girl child is consciously altered.

- (1) What is the writer critical about with regard to fairy tales and folklore ?
- (2) What does the writer mean bny 'they are not princes in saris' ?
- (3) What qualities are possessed by the girl children in the winter's tales ?
- (4) What does 'This' at the beginning of paragraph two refer to and why is the writer bothered by it ?
- (5) What does the writer wish to achieve by re-writing fairy tales and stories for children ?
- (6) Which words in the passage could be synonyms of :
 - (a) worried
 - (b) object

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2x6=12

4. Match the words with their meanings (there is *one* extra meaning) in column 2 :

(A)

(B)

- | | |
|----------------------|---------------------------------|
| 1. ineffectual | A. make a quick, light movement |
| 2. forlorn | B. unusual desire |
| 3. like a singed cat | C. unsuccessful |
| 4. whim | D. tactful |
| 5. flit | E. not cared for |
| 6. discreet | F. with a sudden movement |

G. careful forethought $1 \times 6 = 6$

Section-II

5. You are a firm dealing in stationery items such as diaries, calendars, etc. A company has asked for details regarding the prices of items that could be purchased in bulk to give as New Year gifts. Write a quotation to them, informing them about the prices of at least 5 stationery gift items, discount offered and terms of payment delivery.

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(5)

Turn Over

Or

Yours is a firm dealing in electronic goods. Write a letter to the manufactures of such goods (T.Vs, fridges, etc.) seeking dealership for their products. Inform them of the working capital you can invest, the showroom and other facilities you can offer, and the target sales you hope to achieve annually.

10

6. Do any *four* :

- (a) Draft a tender notice for the purchase of furniture for your college chassrooms. Specify the items of furniture and quantity required as well as details about earnest money deposit, date of opening and closing of tenders, etc.
- (b) Draft a Memo to all the deartments of your company, informing them about the installation of a new biometric attendance recording machine. Specify the date of commencement of its use as well as the time slots for marking attendance.
- (c) Draft an Auction notice regarding disposal of some diesel vehicles owned by your company.
- (d) Draft an Advertisement for a new health drink.
- (e) Draft a Public Notice regarding the AGM for the shareholders of the company.

5×4=20

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(6)

7. Do any two :

- (a) List at least three advantages and disadvantages each, of the use of social media in business development/marketing.
- (b) Explain the process of communication.
- (c) List five reasons why feedback is important in a business organisation. 5×2=10