

(i) Printed Pages : 4

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(ii) Questions : 7

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**Bachelor of Commerce 1<sup>st</sup> Semester  
(1129)**

**ENGLISH AND BUSINESS COMMUNICATION SKILLS**

**Paper : BCM-102**

**Time Allowed : Three Hours]**

**[Maximum Marks : 80**

**Note :—** (1) Parts of a question should be attempted together.

(2) Write in neat and legible hand.

**UNIT—I**

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

- (i) What were the qualities that made Hughie Erskine popular with men and women ? (The Model Millionaire)
- (ii) Do you approve of Della's decision to sell her hair ? Why ? (The Gift of Magi)
- (iii) What was the last angel's question ? Discuss the significance of this question ? (The Judgement Seat of Vikramaditya)
- (iv) Discuss significance of title of story 'Fur'.
- (v) How did it happen that Lomov failed to propose to Natalia ? (A Marriage Proposal)

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[Turn over

2. Write answer to any **ONE** of the following in (300-350 words) :

- (i) Draw the character-sketch of Natalia. (A Marriage Proposal)
- (ii) 'The Gift of Magi' is a well-knit story with a twist at the end so as to mingle pathos and humour. Elaborate. 10

3. Read the given passage and answer the questions :

It is a common sight in villages and towns that heave loads on carts that are driven by bulls, horses, camels and donkeys. While already over burdened, they are flogged mercilessly. They are under fed, lean and thin. In the age of science such sights are abominable. Why not use self driven devices in these carriages ? Living animals are sacrificed to propitiate gods and goddesses. The dog is ubiquitous in every Indian street and road. The inhuman treatment of this faithful animal is unbearable. They are driven here and there by lathis of the residents. Cows roaming in cities during day and feeding on the domestic waste, speak of the plight of the animal considered sacred by the Hindus. The use of animals in circuses, enslaving monkeys for livelihood and use of bears and birds by street jugglers are serious acts of cruelty against animals. Poaching and illegal trade in skins and bones of rare animals is a common practice. Indians are said to be most compassionate. But when we come across so many instances of cruelty against animals, it appears that we are hypocrites. The provisions of Wild Life Act should be severely used against the violators of the rights of the animals. Even the slaughter houses should be conditioned on humanitarian grounds. It will avoid agony and cruelty to the helpless creatures. They deserve our pity because they are uncomplaining creatures and

submit silently to every kind of torture committed on them by man. Medical experiments are conducted on rats and frogs. The pain caused to them can be only imagined. We must learn to treat animals as having emotions and feelings, capacity for joy and sorrow. Once we acknowledge this truth we might change our attitude towards them.

Answer the following questions briefly :

- (1) What is a common sight in villages and towns ?
- (2) What is the treatment meted out to dogs ?
- (3) How are animals being misused and exploited ?
- (4) How can we stop the misuse and cruelty against animals ?
- (5) How should be treat our animals ?
- (6) Find synonyms of the following words from the passage.

(a) Beat

(b) Intolerable

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4. Match the words in column 'A' with their meaning in column 'B' :

**Column A**

- (i) Superintend
- (ii) Linger
- (iii) Pronounce
- (iv) Cascade
- (v) Dwelling
- (vi) Ransack

**Column B**

- (i) Search
- (ii) House
- (iii) Watch
- (iv) Delay
- (v) Waterfall
- (vi) Declare

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## UNIT-II

5. Write a letter to the company, complaining about supply of inferior articles which were not ordered by your company.

**OR**

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

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6. Draft any **FOUR** of the following :
- (a) Write a *Memo* to an employee who has lost an important file.
  - (b) Draft a *Public Notice* for free pollution check of your vehicles.
  - (c) Write a *Tender Notice* regarding construction of Boys' Hostel in your college.
  - (d) Draft an *Auction Notice* for the sale of old furniture in your office.
  - (e) Draft an *Advertisement* for a newly launched car by your company.  $5 \times 4 = 20$
7. Attempt any **TWO** of the following :
- (a) Define Grapevine communication and its advantages.
  - (b) Objectives of communication.
  - (c) Explain horizontal and vertical communication.  $5 \times 2 = 10$