

2051
Bachelor of Commerce
First Semester
BCM-102: English and Business Communication Skills

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt all questions. Parts of a question should be attempted together.

x-x-x

Section – A

- I. Attempt any three of the following questions in 100 - 120 words each:-
- Draw a brief character sketch of Hughie Erskine. (The Model Millionaire)
 - Why was Della scared as she awaited Jim's arrival? ('The Gift of the Magi')
 - How was the boy's conduct when he was on the seat different from his normal behaviour? ('The Judgement Seat of Vikramaditya')
 - 'A cloud has arisen between the friendship', says the narrator in the story 'Fur'. Explain.
 - Write a brief note on the character of Lomov in the play, 'A Marriage Proposal'.
(3x4)
- II. Answer any one of the following in 300 - 350 words each:-
- How is Baron Hausberg both a millionaire model and a model millionaire?
 - From meadows to members of the family and then to the dogs; describe how the marriage proposal is repeatedly delayed. ('A Marriage Proposal').
(10)
- III. Read the following passage carefully and answer the questions given at the end:-

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 and only 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 the modern man is always under stress and strain. He doesn't devote time to self introspection and is always restless. Leisure in life is so important that it gives

(2)

man time to plan things in a calm and quite manner. In fact, aggressiveness and restlessness are the bane of modern civilization. One must know that without proper leisure, success has no meaning; it only makes us selfish without moral and social obligations. On the other hand, 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 not 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 a creative mode of life.

Answer the questions briefly:-

- a) What is the cult of modern civilization?
- b) What is the result of man's clamouring for success?
- c) What is the importance of leisure in life?
- d) What does success devoid of leisure make us?
- e) List three uses of leisure?
- f) Give in simple English the meanings of:-
 - i) Introspection
 - ii) Significance

(2x6)

IV. Match the following words:-

Column - A

- a) Discourse
- b) Abundant
- c) Peril
- d) Continual
- e) Buoyant
- f) Sterling

Column - B

- Danger
- Upbeat
- Talk
- Solid
- Plenty
- Regular

(6)

(3)

Section - B

- V. Write a letter to a sports firm whose goods are being returned by you. Give reasons.

OR

Write a letter to the manager of a bank applying for a business loan. (10)

- VI. Attempt any four of the following:-

- a) Write a memo to an accountant for not submitting the bills on time.
- b) Write an auction notice for the disposal of machines no longer in use.
- c) Write a tender notice for the purchase of uniforms.
- d) Draft a public notice announcing admission to MBA Programme in a university.
- e) Write a public notice from a bank regarding change of premises.
- f) Draft an advertisement for the opening of a new gym and fitness centre (4x5)

- VII. Attempt any two of the following:-

- a) What is an interview? What are the different types of interviews?
- b) Bring out the main objectives of business communication.
- c) Distinguish between upward and downward communication. (2x5)

x-x-x