

(i) Printed Pages: 4

Roll No.

(ii) Questions : 7

Sub. Code :

0	8	0	3
---	---	---	---

Exam. Code :

0	0	1	1
---	---	---	---

Bachelor of Commerce 1st Semester

(2122)

ENGLISH AND BUSINESS COMMUNICATION SKILLS

Paper : BCM-102

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt all parts of a question together.

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

(a) Why was Della scared as she awaited Jim's arrival ?

(The Gift of Magi)

(b) How was the King prevented again and again from taking Vikramaditya's seat ?

(The Judgement Seat of Vikramaditya)

(c) What did Suzanne want on her birthday and what she got and how ?

(Fur)

(d) How did Baron Hausberg help Hughie to marry Laura ?

(The Model Millionaire)

(e) What did Lomov and Natalia fight about and what made them finally willing to marry ?

(A Marriage Proposal)

3×4=12

2. Answer any **two** of the following in **300-350** words each :
- (a) Describe in your own words, character-sketch of Natalia.
(The Marriage Proposal)

OR

- (b) 'The Gift of Magi' is a well knit story with a twist at the end so as to mingle Pathos and Humour. Discuss.
- 10
3. Read the given passage carefully and answer the questions given at the end :

Why don't I have a telephone ? Not because I pretend to be wise or pose as unusual. There are two chief reasons : because I don't really like the telephone and because I find I can still work and play, eat, breathe and sleep without it. Why don't I like the telephone ? Because I think it is a pest and a time waster. It may create unnecessary suspense and anxiety, as when you wait for an expected call that does not come; or irritating delay, as when you keep ringing a number that is always engaged. As for speaking in a public telephone box, that seems to me really horrible. You would not use it unless you were in a hurry, and because you are in a hurry you will find other people waiting before you. When you do get into the box, you are half asphyxiated by stale, unventilated air, flavoured with cheap face powder and chain-smoking; and by the time you have begun your conversation your back is chilled by the cold looks of somebody who is fidgeting to take your place.

If you have a telephone in your house, you will admit that it tends to ring when you least want it—when you are asleep, or in the middle of a meal or a conversation, or when you are just going out or when you are in your bath. Are you strong-minded enough to ignore it, to say to yourself. “Ah well, it will be the same in a hundred years’ time ?” You are not. You think there may be some important news or message for you. Have you never rushed dripping from the bath, or chewing from the table or dazed from bed, only to be told that you are a wrong number ? You were told the truth. In my opinion all telephone numbers are wrong numbers. If, of course, your telephone rings, and you decide not to answer it, then you will have to listen to an idiotic bell ringing and ringing in what is supposed to be the privacy of your own home. You might as well buy a bicycle bell and ring it yourself.

Questions :

- (1) Discuss the two reasons why the writer does not like the telephone ?
- (2) When can the telephone create unnecessary suspense and anxiety ?
- (3) What is the writer’s complaint against the public telephone ?
- (4) Why does the writer say that all telephone numbers are wrong numbers ?
- (5) Make sentences of the following words :
 - (i) Privacy
 - (ii) Dazed.

12

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

Column 'A'

- (1) Pondering
- (2) Explore
- (3) Intend
- (4) Prudence
- (5) Cobbled
- (6) Mimic

Column 'B'

- Mended
- Desire
- Wisdom
- Thinking
- Imitate
- Search

6

5. Write a letter to a firm regarding wrong supply of sports equipments; requesting them to make necessary changes for the same.

OR

Draft a letter to the Manager of a Bank enquiring about various financial assistance schemes given by Government of India. 10

6. Draft any four of the following :

- (a) Draft a *Public Notice* regarding 'Celebrate Green Diwali' by Chandigarh Administration.
- (b) Write a *Tender Notice* for the construction of Boys' Hostel in College.
- (c) Draft an *Auction Notice* for the auction of various imported items confiscated by Customs Department.
- (d) Write a *Memo* to an employee who is always found misbehaving with customers.
- (e) Draft an *Advertisement* for a newly launched *electric two wheeler*. 4×5=20

7. Attempt any two of the following :

- (a) Grapevine Communication.
- (b) Importance of Effective Communication in Business.
- (c) Methods/Ways to overcome barriers to Communication. 2×5=10