

**2014 NOV.**  
**ENGLISH AND BUSINESS**  
**COMMUNICATION SKILLS**

**Time Allowed : Three Hours**

**Max. Marks : 80**

**Note :-** Please attempt all questions. Internal Choice has been given.

**SECTION-I**

1. Write short answers (100-120 words) to any 3 of the following:
- (a) Do you agree with Trevor's position that an artist's business is to realise the world as they see it, not to reform it? Why? (The Model Millionaire)
  - (b) Why was Della scared as she waited for Jim's arrival? (The Gift of the Magi)
  - (c) What was the 'cloud' that arose in the friendship between Eleanor and Suzanne? ('Fur')
  - (d) What was special about the seat that the village boys found among the ruins? (The Judgement Seat of Vikramaditya)
  - (e) Why does Lomov talk about his family property first, when He comes with his marriage proposal? (The Proposal)
- 4×3=12

2. Write answers to any one of the following in 300-350 words each.

- (a) The writer refers to Jim and Della as 'two foolish children' and then says that they are 'the wisest, they are the magi'. Explain both terms. With which description do you agree and why?
- (b) Write in your own words the story of the play 'A Marriage Proposal' as Tschubukor would describe it. 10

3. Read the passage and answer the questions given below:

Growing up in urban India in the late 1950s meant growing up with books. Television did not exist in my boyhood, and the personal computer was not even a gleam in an

inventor's eye. If your siblings were, as in my case, four and six years younger, there was only one thing to do when you weren't with your friends. Read.

I read copiously, rapidly and indiscriminately. Chronic asthma often confined me to bed, but I found so much pleasure in the books piled up by my bedside that I stopped resenting it. My mother would come into my room every night to switch off the light. I wasn't smart enough to think of holding a flashlight under the covers but sometimes I would wait for my parents to all asleep, then surreptitiously switch my light on again to finish the book I had been reading.

Soon there was not a day in my childhood that did not feature a book, or several. One year I kept a list of all the volumes I'd finished, hoping to reach 365 before the calendar did. I made it before Christmas.

The most difficult moments of my childhood came on the holy day of Saraswati Puja every year. Hindus dedicated the day to the Goddess of Learning through prayer and ritual, and, paradoxically, by denying themselves the joys of reading or writing. Despite the most strenuous efforts, I could never master the required degree of self denial. If I successfully pushed my books aside, I would find myself reading the fine print on the toiletries in the bathroom or the fragments of old newspaper that lined my clothes drawers. But I think the goddess forgave me these transgressions. For I continued to read and to learn from books, and now she has even allowed me to write a few of them.

- (i) Which means of entertainment were unavailable in the 1950s ?
- (ii) Why was the writer forced to remain in bed ?
- (iii) 'It' in sentence 2 of paragraph 2 refers to ( choose one ) : reading, bed, chronic asthma, books, bedside.
- (iv) What does the writer think would have been a clever thing to do when his mother switched off the light ?
- (v) What was forbidden on the day of Saraswati Puja and why?
- (iv) What makes the writer believe that the goddess did not mind his reading ?

6×2=12

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

- | A               | B   |
|-----------------|---|
| 1. usurper      | (a) to cover or wrap tightly  |
| 2. smother      | (b) make a surprise attack  |
| 3. solicitude   | (c) pining because of unfulfilled love  |
| 4. ambush       | (d) one who wrongfully takes away property or power from a person whom it rightfully belongs to |
| 5. lovesick     | (e) concern, anxiety  |
| 6. extravagance | (f) extra bargaining  |
|                 | (g) wasteful expenditure  |

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### SECTION-II

5. Write a letter, placing an order for certain items of crockery that you want delivered before the Diwali season. [Yours is a department store that sells household goods].

OR

Write a letter to your bank, asking for overdraft facilities for your company that deals in computer goods and mobile phones.

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6. Do any two of the following :

- (a) Write a *memo* to all the departments of your company, informing them of the newly installed bio-metric attendance marking system and reminding them to be punctual.
- (b) Draft a *Public notice* regarding your Company's disassociation from a business partner.
- (c) Draft an *Auction notice* regarding the disposal of old magazines and newspapers of your College Library.
- (d) Draft a *tender notice* for the supply of T-shirts to be worn by sports players of a University at a National Level Youth Festival.

10×2=20

7. Do any two :

- (a) Write a short note on the main objectives of communication in a business context.
- (b) Explain 'grapevine' communication and discuss its pros and cons.
- (c) Discuss any 5 tips to developing a positive attitude in communication.

5×2=10