

[Total No. of (i) Printed Pages 8 (ii) Questions 8]

Sub Code : 0811 (1048) Exam Code : 0012

Exam : Bachelor of Commerce 2nd Semester

Subject : English and Business Communication

Paper : Paper-BCM-202

Time : 3 Hours

Maximum Marks : 80

Note: 1. Parts of a question should be attempted together.

2. Write in a neat and legible hand.

UNIT - I

1. Answer any three questions in about 100-120 words each : 12

(i) Why did Prakriti refuse to look into the mirror? What were her worries in play 'Chandalika'?

(ii) What, according to Charles Lamb, are the affronts heaped on bachelors by the married people?

(iii) Discuss the significance of the title 'El Dorado'.

P.T.O.

- (iv) Who, according to Lucas is the 'worst type of bore' with reference to chapter 'Bores' ?
- (v) According to A.C. Benson, 'The Essayist to a certain extent is bound to be a spectator of life'. Discuss with reference to chapter 'The Art of Essayist'.

2. Answer any **one** of the following in about **350** words : 10

Bores are mostly happy says Lucas ; yet they do not spread happiness. Discuss with reference to chapter 'Bores'.

OR

'The message of Chandalika is that the value of human being resides in a loving heart, not in caste'. Discuss with reference to play 'Chandalika'.

3. Read the passage carefully and answer the questions given at the end :

One of the greatest advances in modern technology has been the invention of computers. They are already widely used in industry and in universities. Now there is

hardly any sphere of human life where computers have not been pressed into service of Man. Computers can be put to varied uses. For instance, they can provide information on the best way to prevent traffic accidents, or they can count the number of times the word 'and' has been used in the Bible. Because they work accurately and at high speeds, they save research workers' years of hard work. This whole process by which machines can be used to work for us has been called 'automation'.

Some years ago an expert on automation, Sir Leon, Bagrit, pointed out that it was a mistake to believe that these machines could 'think'. There is no possibility that human beings will be 'controlled by machines'. Though computers are capable of learning from their mistakes and improving on their performance, they need detailed instructions from human beings to be able to operate. They can never, as it were, lead independent lives or 'rule the world' by making decisions of their own. Sir Leon said that in the future, computers would be

developed which would be small enough to carry in the pocket. Computers could be plugged into a national network and be used like radios. For instance, people going on holiday could be informed about weather conditions; car drivers can be given alternative routes when there are traffic jams. Computers will also be used in ordinary public hospitals. By providing a machine with a patient's systems, a doctor will be able to diagnose the nature of his illness. Similarly, machines could be used to keep a check on a patient's health record and bring it up-to-date. Computers are the most efficient servants man has ever had and there is no limit to the way they can be used to improve our lives.

Read the above passage and answer the following questions : 12

1. How is computer one of the greatest advances of modern technology ?
2. What type of work does a computer do ?

3. Can computers make decisions of their own or can they think ?
4. What did Sir Leon say ?
5. How would computer be useful in hospitals ?
6. Give, in simple English the meaning of :
 - (a) to be capable of (b) efficient

4. Match the following words :

6

Colomn 'A'

Colomn 'B'

- | | |
|------------------|---------|
| (i) Agony | Prayer |
| (ii) Gag | Earning |
| (iii) Invocation | Silence |
| (iv) Aspiration | Pain |
| (v) Revenue | Respect |
| (vi) Esteem | Desire |

UNIT - II

5. Write a Report (in about 150-200 words) about decline of sales of various products of your company. 10

OR

Draft a report on the possibility of opening a chain of Fast food in your city.

6. Make a precis of the following and give a suitable Title. 10

Many of us are under the impression that we would be able to secure happiness for ourselves if we had sufficient money and material. I do not think this is true. No man can really be happy if he has only money or means of comfort. Often, the very rich are not happy. Real happiness comes from contentment, honesty and integrity. People should be sincere in their dealings with other people. It may well be said that there is no use repeating these words or homilies as they are already to be found in religious scriptures and books on morality. I think that the time

has come when a reiteration of these values has become essential. If in the interest of the people, it becomes necessary to reiterate them, we must do so. Therefore when during my tours of the country. I come across such complaints, I begin to wonder whether those who are making these complaints ever think of the share they have in these evils and to what extents they are responsible for them. If ever they paid the least attention to this aspect of the problem. I am sure, it would resolve itself very soon ; unfortunately, we do not look to our own reform and instead seek to reform others over whom we have no power or control. We can't succeed in reforming others by criticising them.

7. Discuss various Advantages of Audio-Visual Aids. 10

OR

What is Non-verbal Communication ? How is Non-verbal communication different from Verbal Communication ?

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8. Draft a Curriculum Vitae for the post of P.R.O.
(Public Relations Officer). 10

OR

Prepare a Curriculum Vitae of an Accounts
Manager.

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