

[39/40]

SEAT NO: _____



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SARDAR PATEL UNIVERSITY
B.Com. Sem.-III (CBCS)
UB03ACOM 51/21: ENGLISH & BUSINESS COMMUNICATION-III
(ON Demand/ NC Examination)
13th June, 2022, 12:00 PM TO 02:00 PM

70 Marks

Note: 1) Answer ANY FOUR of the following questions.

2) Figures to the right indicate marks.

- Q-1[A]** Why did the king build the arena? Describe the ritual that was followed each time an accused was presented in the king's arena. (06)
- [B]** What happened when the black boy went to the grocery store by himself for the first time? How did he win his right to the streets of Memphis? (06)
- [C]** How did the Sniper experience futility war? What was his feeling about war after he had killed the other sniper? (5.5)

- Q-2[A]** How does the author describe the place where the astrologer sets up shop? How has the astrologer mastered the art? (06)
- [B]** What did Della decide to do in order to buy a gift for her husband? What did she buy and how much did she pay for it? (06)
- [C]** Describe the King in the story "The Lady, or the Tiger?" (5.5)

- Q-3 [A]** Write a short note on **any one** of the following (7.5)
- 1) The king's method of delivering justice.
- 2) The ending of the story "The Gift of the Magi".

- [B]** Read the following passage carefully and answer the questions that follow. (10)

Banking operations across the country were disrupted today following the one-day strike by bank officers who are demanding an additional increment for computerization and improved medical benefits.

The vice president of the All India Bank Officers' Confederation Mr. Umed Singh said that the strike today in the banking industries involved over two lakhs officers in the public and private sector banks.

In a statement Mr. Singh said the Indian Bank' Association

had signed an agreement with All India Bank Employees' Association on October 29 last year as per which the bank managements had agreed to grant an extra increment to all members of the clerical staff, subordinate staff and bank guards. Work in offices of the L I C in some states was also affected due to a strike by the officers.

The management of Bank of India in a statement said here 'there appears to be no justification for launching strikes on minor issues that too by a highly educated and responsible cadre of staff in the banking industry.'

QUESTIONS

1. Why were the banking operations across the country disrupted?
2. What were the demands of the officers?
3. How many bank officers took part in strike?
4. What was the agreement between All India Bank Employees' Association and the bank management?
5. What did the management of Bank of India say regarding the strike?

Q-4 [A] Write a short note on **any one** of the following **(7.5)**

- 1} The black boy
- 2} The theme of the story "An Astrologer's Day"

[B] Read the following passage carefully and answer the questions **(10)**
that follow.

April 15, 1994 was a big day in world history. That day 116 nations successfully pulled off the most comprehensive trade deal known to mankind. While most of the world celebrated, Indians were plunged in debate and recriminating. 'Sovereignty compromise on GATT', screamed the opposition and once again boycotted parliament. Dunkel had become India's new enemy.

The first thing to know about GATT is that it is a set of rule by which the world conducts trade. The second thing to know about GATT is that trade is good. The third thing to know is that the freer the trade, the better it is. The fourth is that the recent GATT agreement freed world trade in a significant way, the fifth is that in trade there are no loser. Everyone who plays the game wins.

Trade is good. Free trade is even better. World trade has gone five times since Second World War and has been responsible for enormous prosperity. Those nations who have traded have been big time winners. They have transformed their societies and

wiped out poverty especially in east and south east Asia. India did not take part in this global phenomenon because it did not believe in free trade. It setup huge barriers and promoted self-reliance. Thus it denied its people the rewards of global prosperity. India lost out.

QUESTIONS

- 1} Which day was a big day in the history?
- 2} Why most of the world celebrated the 15th April, what did India do that day?
- 3} What five things you come to know about GATT from this passage?
- 4} What does the author say about the trade?
- 5} In what way India denied its people the rewards of global prosperity?

- Q-5 [A]** Write in detail the Semantic barriers to communication. (09)
- [B]** Write a note on Upward communication, its objectives, advantages and limitations. (8.5)
- Q-6** Write short notes on the following: (17.5)
- (1) The downward communication.
 - (2) The physical barriers to communication.
 - (3) The horizontal communication.
- Q-7[A]** Write a letter to Krishna Traders, Vadodara, complaining about The late delivery of goods. (09)
- [B]** You have received a complaint from one of your customers in Anand about the goods he has received are of an inferior quality. Write a suitable reply. (8.5)
- Q-8[A]** Write a letter to the Sales Manager of a company complaining about certain defects in the goods received by you. (09)
- [B]** Write a letter to Gupta & Sons, Anand reminding of settling their long due bills. (8.5)

