



[52/53]

SARDAR PATEL UNIVERSITY  
B Com SEM III Examination (NC)  
English & Business Communication III UB03FCOM01/02  
Saturday, 18<sup>th</sup> June, 2022  
12:00 pm to 02:00 pm

Marks: 60

Attempt **any four** from the following:

- Que. 1 a). How did Edmond Dantes take revenge on Caderousse and brought his death and destruction? (08)
- Que. 1 b). Draw the character sketch of Haydee. (07)
- Que. 2 a). Describe the meeting between Edmond Dantes and Abbe Faria in prison. (08)
- Que. 2 b). How did Edmond Dantes reach the island of Monte Cristo and find the treasure? (07)
- Que. 3 a). Write a note on Opening of the play, 'The Count of Monte Cristo'. (05)
- Que. 3 b). Read the following passage and answer the questions that follow: (10)

The opening of the women Entrepreneurs Guidance Cell by the women's wing of the Indian Merchants Chamber could go a long way in solving some problems associated with the promotion of women entrepreneurs. The cell consists of experts in the fields of finance, accountancy, export and management, who will be part time consultants to the cell. It will be a resource base not only for women who want to start their own business but also for those who want help in specific areas, like information on how to export, expansion into related products or even devising on HDR policy best suited to their needs. Says Brinda Khatau, president of the women's wing. "The idea is to help women who have concrete ideas of what they want to do and not to spoonfeed them. The cell is not restricted to IMC members, but is open to any entrepreneur. Since the target group is women in the micro and small scale sector, there is a nominal charge of RS.50 per consultation".

AID to small scale sector – statistics reflect the various difficulties that women entrepreneurs experience in striking out on their own. For instance, State Bank of India's total lending in Maharashtra has only 2.5 per cent to women entrepreneurs. Even the Small Industries Development Bank of India, a subsidiary of the IDBI and one of the premier lending agencies to the small scale sector, has as of 1991, lent barely Rs.5.35 crore in term loan to women.

**Questions :**

- (1) Who are included in the Guidance Cell?
- (2) How does the cell help the women entrepreneurs?
- (3) Name the president of the women's wing of IMC.
- (4) What are the main function of women's wing of IMC?
- (5) How much is lent to women by different institutions?

Que. 4 a). Draw a character sketch of Mercedes. (05)

Que. 4 b). Read the following passage and answer the questions that follow: (10)

Reserve Bank of India (RBI) will adopt a series of measures in its slack season credit policy, to be announced on April 15, to step up the flow of bank credit to industry. Higher credit to the commercial sector holds the key to the government's objective of sustaining a 7 per cent economic growth during 1997.

An indication to this effect was given by RBI governor C. Rangranjan at the meeting of the Central bank's Board here on Monday. Finance Minister P. Chidambaram also addressed the meeting. The governor said, "Measures necessary to accelerate the flow of credit to support growth in output will merit attention."

This crucial meeting of the RBI board with the finance minister discussed the critical tasks before the government – maintain price stability, managing the huge inflow of foreign capital and the implementation of the new system of "Wage and means advance" meant to finance to temporary mismatch between government's revenue receipts and expenditures outgo.

Declaring the government's intention of ensuring higher flow of bank credit to the commercial sector at lower rates of interest, Mr. Chindambaram asserted that the softening of interest rates since October, 1996 was not enough and further of lending would be 'desirable and possible'.

**Questions :**

- (1) Who wants to increase the credit to industry?
- (2) Give the opinion of Mr. Rangarajan.
- (3) Mention the challenges faced by the government.
- (4) From which point of time did the government make the interest rates easy?
- (5) Why does the government want to boost credit?

Que. 5 a). Examine in detail Upward Communication. (08)

Que. 5 b). Write a detailed note on Semantic Barriers to Communication. (07)

Que. 6 a). Explain in detail Downward Communication. (08)

Que. 6 b). Write a detailed note on Physical Barriers to Communication. (07)

Que. 7 a). On behalf of Snehal Electronics, Ahmedabad, draft a letter of complaint to Prerna Sales, Rajkot, informing about the damaged goods supplied by them. (08)

Que. 7 b). Sales India, Anand has failed to pay the bill on the due date and you have not received the payment even one week after the due date. Draft a suitable reminder. (07)

Que. 8 a). You have received a letter of complaint from your customer about the late delivery of goods. Draft a suitable adjustment. (08)

Que. 8 b). Even after several reminders the customer has neither paid the amount nor has replied to them. Draft a collection letter threatening legal action if the amount is not paid in a week. (07)