



Sardar Patel University
B Com Semester III Examination
English and Business Communication
UB03FCOM02

Thursday, September 29, 2022

Time: 12:30 pm to 2:30 pm

Marks: 60

- Instructions:** 1. Attempt any FOUR of the following questions.
2. All Questions carry equal marks.

Q.1. (A) Examine the character of Edmond Dantes as the hero of the novel.

Q. 1. (B) How did Edmond escape from the prison?

Q.2. (A) Draw a character sketch of Haydee.

Q.2. (B) Draw a character sketch Mercedes.

Q.3. (A) Write a note on The three enemies of Dantes.

Q.3. (B). Read the following passage and answer the questions:

The Indian Railways aims to generate around Rs. 30,000 crore additional revenue over the next five years and subsequently nearly Rs. 30,000 crore per year through the new long term land lease policy, which will accelerate setting up of 300 cargo terminals. The additional revenue generation will be on account of increased freight movement by railways, officials said.

Speaking to reporters, Railway minister Ashwini Vaishnaw said the target of developing 300 Gati Shakti terminals within the next five years is very much possible, considering that nearly 150 players have submitted proposals and have shown interest for setting up of terminals. He said that this will boost the cargo movement on railway network and help bring down overall logistics cost.

The Union cabinet on Wednesday had approved a policy on long- term for easing of Railways land for 35 years for setting up cargo related projects and this can be extended for another 35 years.

Questions:

1. What does the Indian Railways aim?
2. What will speed up setting up of 300 cargo terminals?
3. What will contribute to additional revenue generation?
4. What did the Railway Minister say?
5. What did the union cabinet approve on Wednesday?

Q.4. (A) Write a note on the title of the novel "The Count of Monte Cristo"

Q.4. (B) Read the following passage and answer the questions:

The erstwhile Indian factory of Harley-Davidson, shut since the American bike maker quit solo operations in the country to join hands with local Hero Moto, is set to give a fresh lease of life to LML, the two wheeler brand of yesteryears. In the 1990s, it had challenged Bajaj and other automakers with its chic and urban scooter designs before shutting down just a few years ago due to poor sales and losses.

Originally Lohia Machines Ltd. (LML) had partnered Italy's Piaggio in the 80s to sell the LML, Vespa scooter in India. However, with its partnership with Piaggio breaking down around 1999, and failure of several revival plans- including the launch of motorcycles through a partnership with Daelim Motor of South Korea- the company went into insolvency and had to shut shop around 2018. Now it is coming back in a new avatar after the brand was purchased by SG Corporation Mobility, a company that dabbled in consumer electronics and most recently in electric two-wheelers.

Questions:

1. Why did the factory of Harley-Davidson shut?
2. Which company had partnered Italy's Piaggio?
3. Which South Korean Company is mentioned in the passage and why did it shut shop?
4. Name Indian two-wheeler companies from the passage.
5. State whether the following statements are True or 'False':

- (a) Harley-Davidson is an Italian brand.
- (b) Chic and urban scooter mentioned in the passage is Bajaj.

Q.5. (A) Write objectives and Limitations of Downward communication.

Q.5 (B) Merits and demerits of the grapevine.

Q.6. (A) Write a detailed note on the semantic barriers to communication.

Q.6. (B) Comment on importance of horizontal communication.

Q.7. (A) Write a letter of complaint on behalf of Riya Silk Palace, Anand to Nalli Silk Emporium, Bangaluru as they have received the consignment of silk sarees late by a month.

Q.7. (B) Write a letter on behalf of Dhara Super Store, Surat to Choksi Brothers, Ahmadabad notifying them about an overdue bill of Rs. 25,000.

Q.8. (A) Write a letter of apology on behalf of Roshni Digital Store, Borsad to a customer who complained of incivility when he visited the shop a few days ago.

Q.8. (B) Write a strong reminder on behalf of Doshi Electricals, Gandhinagar to Lalwani Electricals, Petlad who have failed to pay their bill of Rs. 30,000 even after two reminders.