

[A-62]

SARDAR PATEL UNIVERSITY  
BCOM (EXTERNAL COURSES) SECOND SEMESTER EXAMINATION  
(New Course)  
2020-2021

Thursday, 15 July 2021

02:00 PM to 04:00 PM

(UBE2ACOM01) English & Business Communication-II

NOTE: Figures to the right indicate full marks to the questions concerned.

Marks: 70

- Q-1 Attempt the following: 17
- 1 Describe the king in the story The Lady, or the Tiger and the attitude of the people who gathered on the day of Trials.
  - 2 Why did Della want to save money and how did she save money?
  - 3 How does the author describe the place where the astrologer sets up his shop?
- OR**
- Q-1 Attempt the following: 17
- 1 Why was Della unhappy on Christmas Eve?
  - 2 Describe in brief the sniper's ruse to kill the other sniper.
  - 3 What happened when the black boy went to the grocery store by himself for the first time?
- Q-2(A) Explain the importance and limitations of Upward Communication in detail. 18
- Q-2(B) Write a note on: Wrong Choice of Medium as a barrier to communication
- OR**
- Q-2(A) Explain the importance and limitations of Horizontal Communication in detail. 18
- Q-2(B) Write a note on: Semantic barriers to communication
- Q-3(A) Acharya House, Mumbai have received a complaint from Rathod Steel Furniture, Bhavnagar pointing out that steel furniture they had ordered for a special occasion has arrived in a damaged condition. Though the fault is of the transport company, Acharya House decides to replace the damaged furniture immediately. Draft a suitable reply to the customer on behalf of Acharya House, Mumbai. 17
- Q-3(B) Messrs. Pandya & Sons, Vadodara, have not paid a balance of Rs. 95,000 in spite of your repeated reminders. Make an appeal to their credit reputation and urge them to honour their obligation within ten days.

**OR**

(1)

(P.T.O.)

