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Sardar Patel University
B. Com. Semester III Examination
English & Business Communication III
UB03ACOM71

Thursday, 23rd February, 2023

Time: 2:00 P.M to 05:00 P.M
Marks: 70

Q.1. Attempt any THREE of the following:

(18)

1. How did the black boy win his right to the street of Memphis?
2. Why was the King's arena built?
3. Why did Della want to save money? How did she save money?
4. Draw a character sketch of the Republican Sniper.
5. Why did the astrologer run from his village?
6. According to Christian tales who were the Magi? Why does O'Henry call Jim and Della the Magi?

Q.2. (A) Write a short note on any ONE of the following:

(07)

- (1) The astrologer
- (2) The princess and her lover.

Q.2. (B) Read the following paragraph and answer the questions that follow:

(10)

The semiconductor crisis may have eased, but eight lakh cars and SUVs are estimated to be on waiting list, with new bookings continuing to remain strong, despite uncertainties around the economy, rising inflation and hardening of interest rates. Companies have been unable to clear the backlog of mainly SUVs, ranging from Mahindra's Scorpio-N, to Tata's Nexon, Maruti's Breeza, Hyundai's Creta and Mercedes GLS, which started to build up post-Covid opening of the economy.

The global shortage of semiconductors had seen bookings swell up across popular models as personal mobility made a strong comeback over concerns around safety during and post-pandemic, leading to long queues for customers.

While one can dismiss a percentage of bookings as duplicates (some may have booked different models across car brands, or the same model across multiple dealerships), the fact is waiting period is still long and worrisome for customers as they have to pay the price applicable at time of delivery.

Questions:

1. What are the uncertainties mentioned in the passage?
2. Give a list of the car referred in the passage.
3. What is worrisome for customers?
4. Why can one dismiss a percentage of bookings as duplicates?
5. State whether the following statements are True or False:
(a) The semiconductor crisis may have become severe.
(b) Rising prices have badly affected the sales of cars.

Q.3. Attempt any TWO of the following:

(18)

1. The Grapevine as an informal channel of communication.
2. Discuss advantages and limitations of the upward communication.
3. Examine the socio-psychological barriers to communication.
4. How does Semantic barriers affect free flow of communication?

Q.4. Attempt any TWO of the following:

(17)

(A) Write a letter of complaint on behalf of the Manager, Meera Silk, Anand who have received the consignment of silk sarees from Mysoor Silk Emporium, Bangaluru late by fifteen days.

(B) Write a letter of adjustment on behalf of Comfort Lifestyle, Valsad to Vinayak Sales Corporation, Bharuch who received the goods in a damaged condition.

(C) Write a collection letter on behalf of Rajni Traders, Mumbai, notifying Gupta Brothers, Ashram Road, Ahmedabad, who have failed to pay their bill of Rs. 30,000/-on the due date.

(D) In spite of several reminders, Anup Buildcon, Navsari have neither paid the amount nor replied to Dilip Sales Depot, Surat. Write a collection letter on behalf of Dilip Sales Depot threatening to take legal action if the account is not settled before the end of the current month.
