

SEAT No. \_\_\_\_\_

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**SARDAR PATEL UNIVERSITY**  
**BCom (Sem - III) EXAMINATION**

Monday, 04<sup>th</sup> January 2021

02:00 pm to 04:00 pm

**English and Business Communication - III**

**UB03ACOM21**

- Note:
1. Attempt any four of the eight questions
  2. Figures to the right indicate full marks to the questions concerned.
  2. Your answers must be precise.
  3. Maximum Marks: 60

Q-1 Attempt the following questions:

[15]

- (A) Give an account of how the astrologer prepares himself for his day. When did he generally start his day's business?
- (B) In the story *Black Boy*, why did the mother not allow her son into the house that night? What lesson was she trying to teach him?

Q-2 Attempt the following questions:

[15]

- (A) What did Della decide to do in order to buy a gift for her husband? What did she buy for him?
- (B) Describe the King in the story *The Lady, or the Tiger*. Why was his arena built?

Q-3 (A) Write a brief note on: (any one)

[05]

1. The King's method of delivering justice
2. The character of the Republican Sniper

[10]

(B) Read the following passage and answer the questions given below:

The credit of formulating India's foreign policy goes to Independent India's first Prime Minister, Jawaharlal Nehru. The basic policy in our relationship with other countries is mutual cooperation in establishing world peace. To help the people struggling to liberate themselves from colonial rule is the second important feature of our foreign policy. The third objective is opposition to racial oppression. The fourth important aspect of our foreign policy is to solve all the problems that confront the world through peaceful means. For achieving these objectives, our country emphasizes the role of the United Nations Organization as a world body.

[1]

[P.T.O.]

India's foreign policy is based on Non-Alignment. At the close of the Second World War, the USSR and the USA emerged as the two super powers. There was bitter competition and rivalry between them. India did not join either of the power blocs and remained independent of them. This policy is known as 'Neutrality' or 'Non-Alignment'. India has not associated itself with any military pacts with other countries. It has been following a policy of friendly relationship with all countries.

QUESTIONS:

1. To whom does the credit of formulating India's foreign policy go to?
2. State the second important feature of India's foreign policy?
3. What are the third and the fourth important aspects of India's foreign policy?
4. What is Non-Alignment?
5. Give a suitable title to the passage.

Q-4 (A) Write a brief note on: (any one)

[05]

1. The Ending of the story *The Gift of the Magi*
2. The Black Boy

(B) Read the following passage and answer the questions given below:

[10]

In the present day, we see advertisements wherever we cast our eyes. Drawing up advertisements is not as easy as it might look at first sight. A knowledge of psychology is essential in order to draw up a good advertisement, one which will attract people and persuade them to buy something. Advertisements help people to make up their minds. An understanding of human nature and the way men's minds work is very necessary in a man who is going to write something which makes a person decide to part with his money. Some unskillful writers, instead of attracting people to buy goods, make them feel annoyed. For example it is said to be wrong from the psychological point of view to declare "Our Toothpaste is the best". Those who see such an advertisement immediately say to themselves "No, it isn't. What I have been using for the last ten years is much better". A wiser say is to suggest that the toothpaste you manufacture has qualities which make it worth a trial. Again, a real photograph is more attractive than a drawing of imaginary scenes of persons.

On the moral side too, one has to be careful. Most advertising agencies refuse to have anything to do with the sale of goods which may be harmful or which are not what they are declared to be. Advertisements must not deceive. Certain medicines, upon examination, turn out to be nothing but water, sugar and colouring matter, yet the dishonest manufacturers ask a high price for them.

[2]

QUESTIONS:

1. How is a knowledge of psychology useful in advertising?
2. What is the effective way of attracting a buyer, as suggested in the passage?
3. Why do some agencies refuse to advertise certain goods?
4. Find words from the passage which mean the following:  
(a) the study of the human mind- (b) mislead-
5. Give a suitable title to the passage.

Q-5 Attempt the following:

[15]

1. Explain Semantic barriers to effective communication.
2. Discuss the Physical barriers to effective communication with the help of suitable illustrations.

Q-6 Write brief notes on the following:

[15]

1. Limitations of Downward Communication in an Organisation
2. Grapevine: How it operates in an Organisation
3. Consensus

Q-7 As from the Manager, Rupal Book Store, Santram Road, Nadiad write a letter of complaint to the Sales Manager, Neelkamal Book House, Bangalore complaining of shortage in the consignment of text books they have received.

[15]

Q-8 The Proprietor of Payal Electricals, Gandhi Road, Jamnagar have not yet settled their long outstanding account with The Neptune Co. Ltd, Pune in spite of several reminders. As from the Manager, Neptune Co. Ltd write a letter to the customer threatening to take legal action if the account is not settled within a week.

[15]

————— X —————

[3]

