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SARDAR PATEL UNIVERSITY

B.Com. Sem.-III (CBCS)

UB03ACOM51: ENGLISH & BUSINESS COMMUNICATION-III

04th January, 2021, 01:00 PM TO 04:00 PM

70 Marks

- Note: 1). Answer ANY FOUR of the following questions.**
2). All questions carry equal marks.

Q-1[A]: Describe the king's method of delivering justice in the story, "The lady, or the Tiger"?

[B]: According to Christian tales who were the Magi? Why does O'Henry call Jim and Della the Magi?

Q-2[A]: Explain the theme of the story-An Astrologer's Day.

[B]: Describe in your own words the message of the story: The Sniper-Senselessness of War.

Q-3 [A]: Write a note on **any one** of the following.

- 1} The character of the black boy.
- 2} The ending of the story "The Gift of the Magi".

[B]: Read the following passage carefully and answer the questions that follow.

Electronic waste, or e-waste, is a term for electronic products that have become unwanted, non-working, obsolete, and have essentially reached the end of their useful life. Rapid advances in technology, up gradations in software and hardware, fashion and trend changes, high consumerism etc. are factors that create e-waste. Outdated and older electronic and electric devices become 'trash' or are deemed 'useless', and end up in landfills without proper recycling. Most electronic items that are thus discarded contain one form or other of toxic element such as beryllium, cadmium, mercury, lead and acid fumes. Although they occur in trace amounts, their cumulative effect when exposed to the soil

results in extreme hazards for workers as well as the environment. What is more, more than five lakh child laborers are engaged in illegal opportunity lost since almost all electronic waste contains some form of recyclable material, including plastic, glass and metals.

QUESTIONS

- (1) What is e-waste?
- (2) Which factors are responsible for e-waste?
- (3) Which toxic elements are mentioned in the passage?
- (4) Who are engaged in illegal management of e-waste?
- (5) Find out synonyms for the following from the passage:

(a) danger

(b) fast

Q-4 [A]: Write a note on **any one** of the following

- 1) The princess and the fate of her lover
- 2) The end of the story: The Sniper.

[B]: Read the following passage carefully and answer the questions that follow.

In any country people are found busy occupied in different types of economic activities. In our country major part of our population is engaged in agriculture. Apart from agriculture these activities include industry, construction, transport, wholesale and retail trade, banking, insurance, education health-services etc. These are some activities which apparently don't seem to be economic activities. These include various services provided by the government. Government services like defense, law and order, post, telephone and telegraphs are included in this.

Goods and services are produced as a result of the above-mentioned economic activities. Wheat, rice, cotton, groundnut and similar other crops are produced through cultivation by those engaged in agriculture. The consumer goods like cloth, sugar, electric bulbs, soap, radio-sets, televisions, cycles, cars etc., are produced by those engaged in industries. The activities of teachers, doctors, and lawyers and others also satisfy specific human wants. The traders, the bankers and the insurance companies, which are helpful in these productive activities, also produce services. No production activity is possible in absence of

law and order. That is why government provides police and judicial services. Such activities are called services.

QUESTIONS

- 1} In which type of economic activity the major part of our population is engaged?
- 2} Mention the other economic activities in which people are engaged?
- 3} There are some activities which apparently do not seem to be economic activities. What are these activities?
- 4} What consumer goods are produced by persons engaged in Industries?
- 5} What is the importance of law and order in the society?

Q-5 [A]: Write in detail the Socio-psychological barriers to communication?

[B]: Write a note on Upward Communication, its objectives, advantages and limitations.

Q-6 Write short notes on the following:

- (1) The downward communication.
- (2) The semantic barriers to communication.
- (3) The horizontal communication.

Q-7 [A]: Write a letter to the Rainbow Traders, Bombay, complaining about the goods received in damaged condition by the firm of which you are the Purchase Manager.

[B]: You have received a complaint from one of your customers in Baroda about delay in the execution of his order for ready-made garments promised before Diwali. Write a suitable reply explaining the circumstances which caused the delay and promising a prompt adjustment.

Q-8[A]: You visited The Decent Department Store Vadodara last week, but received discourteous treatment from one of the salesgirls. Write a letter of complaint to the Business Manager.

[B]: One of your customers has, for some reason, not sent payment despite two reminders. Write a third letter of collection to him.
