

[32/A6]

Sardar Patel University
B. Com. Semester III Examination
English & Business Communication III
UB03FCOM01 (Before 2016 Batch)

Monday, December 2, 2019

Time: 02:00 pm to 04:00 pm
 Marks: 60

Q.1. Attempt the following questions: (15)

1. Draw a character sketch of Nora.
2. Give an account of the opening of 'A Doll's House'.

OR

Q.1. Attempt the following questions: (15)

1. Examine the end of the play 'A Doll's House'.
2. Draw a character sketch of Torvald Helmer.

Q.2. (A) Write a brief note on: (05)

1. Dr. Rank

OR

Q.2. (B) Read the following paragraph and answer the questions that follow: (10)

There is often an inadequate understanding or erroneous impression of the role of the government in the management of the public sector. It is to be clarified that it is not of a fifth wheel in the whole set-up. It is complimentary to the function of the management of the public sector corporations and, at the same time, effective and consonant with discharging its obligation of accountability of the public sector.

It is also the government's primary responsibility to ensure that the public sector units are run in accordance with the overall government policies, objectives and goals set for the undertakings and that they continue to improve on their performance. It must, therefore, prescribe the yardsticks for judging their performance and must have the necessary inflow of information to monitor and evaluate their progress according to predetermined indices.

In order to do so, the government has rightly retained the right to appoint the chief executives on the Board of Directors of public sector companies. Furthermore, it has its nominee director on the Board to ensure that important policy decisions confirm to government policies.

Questions:

1. What is the government's primary responsibility?
2. Why has the Government rightly retained the right to appoint the chief executives on the Board of Directors of public sector companies?
3. What is the function of nominee director on the Board?
4. Give opposite words of the following from the passage:
 (a) Private (b) Sufficient
5. State whether the following sentences are True or False:
 (a) The role of the government in the management of the public sector is complimentary.
 (b) Fifth Wheel means an extra wheel.

Q.2. (A) Write a brief note on: (05)

The role played by Krogstad

Q.2. (B) Read the following paragraph and answer the questions that follow: (10)

Any information system project involves change, and change can be upsetting to people. As employees of an organization become accustomed to their specific duties, many of them draw comfort from their knowledge and develop a sense of security because they know their jobs well and are good at doing them. When changes are introduced into a workplace, employees become concerned about their abilities to cope with the changes and with their ability to continue to do good work. They often become worried that they might lose their jobs. These concerns can lead to increased stress that can be damaging to morale and work performance.

Management researchers have developed strategies for change management, which is the process of helping employees cope with these changes. Change management techniques include communicating the need for change to employees, including employees in the decision processes leading up to the change, allowing employees to participate in the planning for the change, and other tactics designed to help employees feel that they are a part of the change. This helps employees overcome the feelings of powerlessness that can lead to stress and reduced work performance.

Questions:

1. What happens when changes are introduced into a work place?
2. What is change management?
3. Which are the change management techniques?
4. Why is stress bad?
5. Find out antonyms for the following words from the passage:
1. Gain 2. Follow

Q.3. Discuss in detail the Semantic barrier to communication. (15)

OR

Q.3 Write short notes on the following: (15)

1. The advantages of grapevine
2. The objectives and limitations of the downward communication
3. Definition and limitations of upward communication

Q.4. (A) Rani Emporium Anand have received the consignment of silk sarees defective in design and colour from Ajanta Silk Palace, Mysore. Draft a letter of complaint from Rani Emporium.

(15)

OR

Q. 4.(B) On behalf of A One Cosmetics Ahmedabad, write a collection letter to notify Kajal Cosmetics stores Anand who have failed to pay their bill on the due date. (15)

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