

SARDAR PATEL UNIVERSITY  
BCOM EXAMINATION – Semester – III CBCS) NC  
(For Nov 2010 Batch)  
2016

Saturday, 15<sup>th</sup> October  
02:00 p. m to 04: 00 p m

UB03FCOM02/04 – English & Business Communication - III

Total Marks: 60

- Q – 1**     **Answer the following questions**
1. How does Torvald Helmer react after he reads the letter written by Nils Krogstad?     **08**
  2. What makes Nora leave her home, her husband and her children at the end of the play?     **07**

**OR**

- Q – 1**     **Answer the following questions**
1. Why is Torvald Helmer determined to dismiss Nils Krogstad?     **08**
  2. What does Nora tell Kristine Linde? What help does Nora want from Kristine Linde?     **07**

- Q – 2**     **A**     **Write a short note on:** Nora's act of forgery     **05**

- B**     **Read the following passage and answer the questions that follow**     **10**

Management audit is an evaluation of management as a whole. It is an independent and critical examination of the entire management process. Thus, it examines the total managerial process of planning, organizing, staffing, directing, and controlling. Indeed company's plans, objectives, policies, procedures, organization, systems of control, personnel relations are measured to evaluate the management achievement. There are certain problems in management audit, because of it being a new control device. The basic questions involved are about its scope and procedure, people who should conduct it, the characteristics and qualifications of these people, and the persons to whom the audit reports should be submitted.

So far as the scope and procedure of management audit are concerned, these are not fully defined because of widespread variation in practices in management audit. Similarly, there is a lack of well-defined principles and procedures. Much depends upon the skill, ingenuity, and tact of management auditor. So far as management audit agency is concerned, it can either be conducted by external agency such as management consultants or by internal agency in the form of management audit cell. Outside agency may be in the form of management auditor just like operational auditor. A person to conduct management audit should have a thorough knowledge and understanding of management principles, behavioural aspects, and the functional areas of management.

Management audit takes the form of reports. The reports should be specific and must go beyond the typical audit reports. To be meaningful, it would require that the quality of the managers and the system within which they manage must be assessed objectively in fairly specific terms. The reports should be submitted to the top management. Management audit, in spite of the various difficulties

involved in its operation, provides the way to measure the effectiveness of management as a whole. Thus, it works as an important and effective control tool.

**Questions:**

1. Define management audit and its functions.
2. What are the problems involved in management audit?
3. What are the requirements for the submission of management audit?
4. What are the scopes and procedures of management audit?
5. Give one word for the following:
  - An official examination and verification of accounts and records, especially of financial accounts
  - to form as or into a whole consisting of interdependent or coordinated parts, especially for united action

OR

Q – 2 A **Write a short note on:** Kristine Linde

05

B **Read the following passage and answer the questions that follow**

10

The pioneers of the teaching of science imagined that its introduction into education would remove the conventionality, artificiality, and backward-lookingness which were characteristic of classical studies, but they were gravely disappointed. So, too, in their time had the humanists thought that the study of the classical authors in the original would banish at once the dull pedantry and superstition of mediaeval scholasticism? The professional schoolmaster was a match for both of them, and has almost managed to make the understanding of chemical reactions as dull and as dogmatic an affair as the reading of Virgil's Aeneid. The chief claim for the use of science in education is that it teaches a child something about the actual universe in which he is living, in making him acquainted with the results of scientific discovery, and at the same time teaches him how to think logically and inductively by studying scientific method. A certain limited success has been reached in the first of these aims, but practically none at all in the second. Those privileged members of the community who have been through a secondary or public school education may be expected to know something about the elementary physics and chemistry of a hundred years ago, but they probably know hardly more than any bright boy can pick up from an interest in wireless or scientific hobbies out of school hours. As to the learning of scientific method, the whole thing is palpably a farce. Actually, for the convenience of teachers and the requirements of the examination system, it is necessary that the pupils not only do not learn scientific method but learn precisely the reverse, that is, to believe exactly what they are told and to reproduce it when asked, whether it seems nonsense to them or not. The way in which educated people respond to such quackeries as spiritualism or astrology, not to say more dangerous ones such as racial theories or currency myths, shows that fifty years of education in the method of science in Britain or Germany has produced no visible effect whatever. The only way of learning the method of science is the long and bitter way of personal experience, and, until the educational or social systems are altered to make this possible, the best we can expect is the production of a minority of people who are able to acquire some of the techniques of science and a still smaller minority who are able to use and develop them.

**Questions:**

1. What did the pioneers of the teaching of science think about science?  
What did the humanists think?
2. What was the chief claim for the use of science in education?
3. What should pupils do?
4. Why is there no visible effect in the method of science in Britain or Germany?
5. Give one words for the following:
  - a. one who is first or among the earliest in any field of inquiry, enterprise, or progress
  - b. the study that assumes and attempts to interpret the influence of the heavenly bodies on human affairs

- Q – 3 A What are the methods of Horizontal Communication? What is the importance of Horizontal Communication? 07
- B Write short notes on: 08
1. Consensus
  2. Physical Barriers
- OR
- Q – 3 A What is Grapevine? What is the importance of Grapevine? 07
- B Write short notes on: 08
1. Socio-Psychological Barriers
  2. Semantic Barriers
- Q – 4 A On behalf of Twilight Products, Pune, write a letter to Sunshine Paints Ltd., Lonavla, complaining about sending paints of inferior quality. 08
- B On behalf of Messrs. Desai Bros., Surat, write a letter to Veena Mart, Surat, reminding of settling their long due bills. 07
- OR
- Q – 4 A The Manager of Alpha Shoes Co. Ltd., Nagpur, has received a complaint from the Proprietor of Modern Shoes Mart, Anand, about receiving men's footwear instead of women's footwear. Write a suitable reply making adjustments. 08
- B Mehta & Co., Kolkata, has not settled their long due accounts even after several reminders. Write a letter on behalf of Sharma Associates, Hubli, warning them to settle the same or face legal actions. 07



