

[A-63]

SEAT No. _____

No. of Printed Pages : 2

Page 1 of 2

SARDAR PATEL UNIVERSITY
T Y BCOM (External) EXAMINATION
2019
Friday, 05 April
02:00 PM to 05:00 PM
EN-303 English & Business Communication-III

NOTE: Figures to the right indicate full marks to the questions concerned.

Marks: 100

- Q-1 Attempt the following: 20
1. Describe in your own words Krishna's life at Albert Mission College.
2. What were the circumstances that led to Susila's illness? How does her condition deteriorate leading to her death?
- OR
- Q-1 Attempt the following: 20
1. What do you know about the village Headmaster and the education being imparted at his school?
2. Write a detailed note on Krishna's encounter with the spirit of Susila.
- Q-2(A) Write a brief note on: Susila: a ruthless accountant 05
- (B) Write notes on the following: 15
1. Fax: a modern form of communicating
2. Advantages and Shortcomings of Internet
- OR
- Q-2(A) Write a brief note on: The arrival of Susila and Leena by train 05
- (B) Write notes on the following: 15
1. Kinesics
2. Para Language
- Q-3 A Committee has been appointed by Adarsh Associates Limited to look into the reasons of the decline in the sale of their Air Conditioners and to suggest measures to arrest it. Draft the report of the Committee. 20
- OR
- Q-3 As the Secretary of Ladani Brothers Pvt. Ltd., Rajkot draft a report on the general inefficiency and negligence of duty you notice at one of its branches. 20
- Q-4 Write a report for publication in the newspaper on any one of the following. 20
1. A terrorist attack
2. A bus-train accident
- OR
- Q-4 You have been asked to speak at a meeting to mourn the death of a colleague who has recently passed away in a car accident. Draft the speech you would deliver on the occasion. 20

(1)

(P.T.O.)

Q-5 Draft the Minutes of the Annual General Meeting of Aditya Publications Ltd., V V Nagar. 20

OR

Q-5 Write a sales letter to promote the sales of any one of the following. 20

1. Mobile Phone
2. Fairness Cream



2