

**NJR/KS/18/6600**

**Bachelor of Commerce (Computer Application) (B.C.C.A.) Semester–II (C.B.C.S.) Examination**  
**ENGLISH–II (BUSINESS COMMUNICATION)**  
**(Communication Skills)**  
**Compulsory Paper—1**  
**(Old Course)**

Time : Three Hours]

[Maximum Marks : 80

**N.B. :—** All questions are compulsory.

1. Answer the following questions in about **150** words each :

(A) What are the barriers to communication ?

**OR**

What are the factors and pre-requisites of written communication ? Explain the advantages and disadvantages of written communication. 10

(B) What are the barriers to effective listening and how can they be overcome ?

**OR**

Define and explain the term "group". What are the advantages and disadvantages of group decision-making ? 10

2. (A) Nagpur Industrial Limited, Nagpur intends to purchase a heavy-duty photocopying machine. On behalf of the company, draft a suitable letter of enquiry to Ajanta Machine Suppliers, Delhi. It is important that the copier be able to reduce or enlarge the size of the copy.

**OR**

You are the owner of a shop of readymade garments. Place an order for readymade garments (specifying the items) with Lee Garments, asking for delivery within fifteen days. 10

(B) You have started a computer training centre. Write a sales letter to business houses in your city offering to train their staff in operating computers.

**OR**

Maldar Industries have supplied goods on credit to Manmani Agencies. The payment is outstanding for the last three months. Write a persuasive collection letter asking them to pay their dues. 10

3. (A) On behalf of Messrs. Salgaonkar Bros. Goa, write a letter to a foreign supplier asking for a quotation for the import of some machinery required by you.

**OR**

Inform the local SBI Branch where you have your savings account about the loss of your cheque book and pass book. In the letter, ask for a duplicate pass book to be issued. Also request for a new cheque book. 10

(B) Your valuables have been stolen from the bank locker, which you noticed only after six months. Inform the General Insurance Company about the theft and claim the loss.

**OR**

Responding to an advertisement in a local newspaper, write an application to the Manager of Big Bazar, Nagpur for the post of a Computer Operator. 10

4. (A) Write to the Assistant Commissioner, Nagpur Municipal Corporation asking him to address the problem of stray cattle on the busy roads of the city.

**OR**

Write an office memorandum warning an employee against his habit of playing computer games during office hours. 10

- (B) You are a dealer of Honda Motors Activa and you have recently won the "Best Dealer Award". Draft a press release informing people about your achievement.

**OR**

Write a precis of the following passage and give it a suitable title :

Whatever your task may be, concentrate your whole mind upon it, throw into it all the energy which you are capable of. The faultless completion of small tasks lead inevitably to larger tasks. See that you rise by steady climbing and you will never fail. And herein lies the secret of true power. Learn, by constant practice, how to use your resources and to concentrate them, at any moment, upon a given point. The foolish waste all their mental and spiritual energy in frivolity, foolish chatter or selfish argument, not to mention wasteful physical excesses. If you wish to acquire true power, you must cultivate poise and passivity. You must be able to stand alone. All power is associated with immovability. The mountain, the massive rock, the stead yoak tree all speak to us of power because of their combined solitary grandeur and defiant fixity. On the other hand, the shifting sand, the yielding turn and the waving reed speak to us of weakness because they are movable and utterly useless when detached from their fellows. He is the man of power who, when all of his fellows are swayed by emotion and passion, remains calm and unmoved.

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1. (A) Read the following passage and answer questions given below :

Education has always had two objects : On the one hand, to give skill; and on the other, to impart a vaguer thing which we may call wisdom. The role of skill has become very much larger than it used to be and is increasingly threatening to oust the role of wisdom. At the same time it must be admitted that wisdom in our world is useless except for those who realize the great part played by skills, for it is increase of skill that is the distinctive feature of your world.

Although scientific skill is necessary, it is by no means sufficient. A dictatorship of men of science would very soon become horrible. Skill without wisdom may prove to be purely destructive. For this reason, if for no other, it is of great importance that those who receive a scientific education should not be merely scientific, but should have some understanding of that kind of wisdom which, if it can be imparted at all, can only be imparted by the cultural side of education. Science enables us to know the means to any chosen end, but it does not help us to decide upon what ends should be pursued. If you wish to exterminate the human race, it will show you how to do it. If you wish to make the human race so numerous that all are on the very verge of starvation, it will show you how to do that. If you wish to secure adequate prosperity for the whole human race, science will tell you what you must do. But it will not tell you whether one of these ends is more desirable than another. Nor will it give you that instinctive understanding of human beings that is necessary if your measures are not to arouse fierce opposition which only ferocious tyranny can quell.

**Questions :**

- (1) What should, according to the writer, be the aim of education ?
- (2) Why is increase of skill a distinctive feature of our world ?
- (3) What danger does the writer see in the present emphasis on imparting skill ?
- (4) What knowledge does science impart to us ?
- (5) Where can science not help us ?

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- (B) (i) Fill in the blanks with appropriate words (any **five**) :

- (1) Suresh is an \_\_\_\_\_ student. (industrial/industrious)
- (2) They have found a suitable \_\_\_\_\_ for the new college. (sight/site)
- (3) He \_\_\_\_\_ his hair black. (died/dyed)
- (4) I \_\_\_\_\_ you to apply for the job. (advice/advise)
- (5) India wants to be at \_\_\_\_\_ with other countries. (piece/peace)
- (6) My uncle is taking a \_\_\_\_\_ of treatment for asthma. (coarse/course)
- (7) Prices \_\_\_\_\_ during war. (soar/sore)
- (8) I wish to have \_\_\_\_\_ after dinner. (desert/dessert)

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(ii) Punctuate the following sentences (any **five**) :

- (1) mr vijay said the managing director you will go to bombay on 16th august
- (2) jalandhar ludhiana amritsar are important cities of punjab
- (3) health friends position all are gone
- (4) alas we are undone
- (5) communication two way process is essential for smooth running of an enterprise
- (6) what did they say to you inquired the man
- (7) we have no information about companys policy
- (8) nagpur is very hot in summer

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2. (A) As Principal of Vidyasagar College, Nagpur, write a letter to Ashirwad Printers, Nagpur, inviting quotation for the publication of 500 copies of the College magazine.

**OR**

Draft a letter placing order for home appliances to Ankur Appliances, Gandhi Market, New Delhi.

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- (B) Write a letter on behalf of Amritya Sports, Nagpur, to Bhattacharya Sports for informing about the approval of the credit.

**OR**

Write a letter to a Bank asking for overdraft facility from Rajender Furniture House, Model Town, Bangalore.

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3. (A) Answer the following questions in about **150** words :

What are the various objectives of communication ? Explain them briefly.

**OR**

Explain the various barriers of communication.

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- (B) Answer the following questions in about **75** words each (any **two**) :

(1) Write a note on essentials of communication.

(2) Explain the elements of communication.

(3) How should one overcome barriers of communication ?

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4. (A) Answer the following questions in about **75** words each (any **three**) :

(i) How could the astrologer win the confidence of his customers ?

(ii) What was Jim's reaction on seeing Della after the haircut ?

(iii) What were the conditions of the bet between the banker and the lawyer ?

(iv) What did the young man do later in his period of solitary confinement ?

(v) Who was Guru Nayak ? How did the astrologer recognise him ?

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- (B) Answer the following questions in about **75** words each :

What is the message conveyed in the poem 'Say Not the Struggle Naught Availeth' ?

**OR**

According to Kirkup, what happens when wars break out ?

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