

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

Time : Three Hours]

[Maximum Marks : 80

N.B. :— All questions are compulsory.

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

The Great Wall of China is said to be the one structure built by man on earth which would be visible to observers on the moon. It covers a distance of 1,500 miles as the crow flies. From the Liotung Peninsula westland to the last fortress in Central Asia, it crosses the northern provinces of China. But its actual course, twisting and turning, sweeping across deep valleys, covers over 2,000 miles.

In the eastern section its height varies from 15 to 13 feet, and its width from about 25 feet at the bottom to 15 feet at the top, where there is a pathway wide enough for six horsemen to ride side by side protected by parapets. When the wall was first built about 25,000 towers, each 40 and 40 feet high projecting from it every few hundred yards with holes from which the defenders could shoot at attackers.

The great Emperor Shich Huang Ti joined three earlier frontier walls to form a great wall which was to act as a boundary between China and the north, and keep out of the feared nomads of the Mongolian steppes. The wall was designed to strengthen the nation's defences; it was not then, as it later became in Ming times, a substitute for a strong army and state.

Questions :

- (i) In what way the Great Wall of China unique ?
 - (ii) What is the actual distance that the Great Wall of China covers ?
 - (iii) How wide is the Wall ?
 - (iv) How was the Great Wall formed ?
 - (v) What was the Great Wall originally intended for ? 10
- (B) (i) Fill in the blanks with appropriate words (any **five**) :
- (a) He has to go to Delhi next _____. (weak/week)
 - (b) The actor plays a _____ role in the film. (dual/duel)
 - (c) They sell _____ in this shop. (stationary/stationery)
 - (d) He couldn't stop the car because the _____ failed. (break/brake)
 - (e) She was pleased with my _____ about her dress. (complement/compliment)
 - (f) They have decided to _____ a child. (adapt/adopt)
 - (g) The President gave his _____ to the bill. (ascent/assent)
 - (h) The people were in _____ when their leader died. (morning/mourning) 5
- (ii) Punctuate any **five** of the following sentences :
- (1) suresh where have you been
 - (2) mr mehra who lives opposite is eightyfive
 - (3) be quiet please
 - (4) what a lovely garden she exclaimed
 - (5) hes going to the club isnt he
 - (6) yes sir he said ill meet you again
 - (7) we have been to calcutta benares delhi and agra
 - (8) what do you mean i am a detective 5

2. (A) You are going to start a computer institute in your locality. You require 50 units of desktops along with essential accessories to be installed in the institute. Invite quotations from the authorised dealer of Dell Company in Nagpur Division for the purpose.

OR

Being the owner of a book shop in your town write a letter to the Manager of Orient Blackswan Publication Pvt. Ltd., Hyderabad placing an order for 200 copies of "PRISM" and asking for the delivery as early as possible. 10

- (B) As Credit Manager, Navneet Publishers, New Delhi, write a letter to Arti Books, Nagpur, informing them about the grant of 30 days credit subject to a maximum limit of 5 lakh rupees.

OR

Being a cloth merchant you maintain a current account in Punjab National Bank and you are urgently in need of overdraft facility. Write an application to the Manager of the concerned branch of Punjab National Bank for granting you overdraft facility. 10

3. (A) Answer the following question in about **150** words :
What are the essentials of effective communication ? Discuss.

OR

Discuss the main barriers in communication process. 10

- (B) Answer any **two** of the following questions in about **75** words each :
(i) What are the elements of communication ? Discuss in brief.
(ii) Explain the objectives of business communication.
(iii) State the precautions that should be taken to ensure smooth and effective communication. 10

4. (A) Answer the following questions in about **75** words each (any **three**) :
(i) Describe the astrologer's meeting with Guru Nayak.
(ii) Write a note on the astrologer's way of dealing with his clients.
(iii) What was Jim's reaction on seeing Della after the haircut ?
(iv) How did Della manage to buy a gift for Jim ?
(v) What were the different views on capital punishment ? 15

- (B) Answer the following question in about **75** words :
How does the poet convey the message of hope and courage through the poem "Say Not the Struggle Naught Availeth"?

OR

What are the commonalities James Kirkup highlights to prove that all human being are one ? 5

Bachelor of Commerce (Computer Application) (B.C.C.A.) Semester-II Examination**(New & Old Course)****ENGLISH-II (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) Explain briefly the process of communication. List some points for effective communication.

OR

Define written communication and state the merits and demerits of written communication. 10

(B) What is the importance of listening in communication ? What are the barriers as well as remedies to effective listening ?

OR

Explain the different aspects of a discussion and the techniques of effective group decision-making. 10

2. (A) As the Manager of Sales Department, Sony Electronics Limited, reply to a letter of enquiry by a prospective customer asking for information about the types and specifications of television sets.

OR

Being the owner of a readymade garments shop, place an order with Lee Garments, specifying the name and quantity of items, asking for speedy delivery of the same. 10

(B) The television set of Sony Company you purchased for your personal use got out of order in its guarantee period. Write a complaint letter to the concerned dealer asking for replacement.

OR

You are the Sales Manager of Honda Motors Limited and you want the promotion of sales of newly-launched model "Activa 4G". Write a letter to your dealers offering attractive incentive schemes for achieving higher sales. 10

3. (A) You are the Manager of a Garment Factory in Nagpur. Respond to an inquiry from Khadim Brothers, Abu Dhabi, providing information about your readymade garments.

OR

Write a letter to the Bank Manager of the concerned bank informing him about the loss of your passbook and cheque book and asking for issuing duplicate passbook and a new cheque book. 10

(B) Being the owner of a shop which has been destroyed in fire, write a letter to Oriental Fire and General Insurance Company, Nagpur Branch requesting it to settle your claim in this respect.

OR

Responding to an advertisement of Indorama Synthetics Limited, Nagpur in 'The Times of India' recently for the post of Computer Operator, write an application for the post giving details of your qualifications and experiences. 10

4. (A) Write to the authority of your Municipality or Municipal Corporation requesting him/her to take action on contaminated drinking water supply.

OR

Draft an office order requiring employees to sign attendance register at the specified time in both sessions. 10

- (B) Write a proposal on behalf of the Temple Management Committee to the authority of Nagpur Municipal Corporation to shift the meat shops near the temple.

OR

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

Over-eating is one of the most wonderful practices among those who think that they can afford it. In fact, authorities say that nearly all who can get as much as they desire, over-eat to their disadvantage. This class of people could save a great more food than they can save by missing one meal per week and at the same time they could improve their health. A heavy meal at night, the so-called "Dinner", is the fashion with many and often it is taken shortly before retiring. It is unnecessary and could be forgone, not only once a week but daily without loss of strength. From three to five hours are needed to digest food. While sleeping, this food not being required to give energy for work, is in many cases converted into excess fat, giving rise to overweight. The evening meal should be light, taken three or four hours before retiring. This prevents over-eating, conserves energy and reduces the cost of food. 10