

NRJ/KW/17/6600

Bachelor of Commerce (Computer Application) (B.C.C.A.) Semester—II Examination**ENGLISH—II (Business Communication)****Compulsory Paper—1**

Time : Three Hours]

[Maximum Marks : 80

N.B. :— All questions are compulsory.

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

(A) “Communication is the sharing of understanding”. Discuss this and bring out the process of communication.

OR

Describe modern forms of communication in detail. 10

(B) Name the various types of barriers to listening with a brief description of each.

OR

What are the techniques of group decision making ? 10

2. (A) Draft a tender notice on behalf of Maldar Industries for purchase of a generator/computers/machinery.

OR

Imagine that you are the proprietor of Chandak Stationery, 12 Tuglaq Marg, Nagpur. Write a letter to M/s Camino Ruiz, 13 Tilak Road, Agra, placing an order for stationery items. 10

(B) You have written and published some new books on “Business Communication”. Write a suitable circular letter informing different booksellers and teachers about your book.

OR

Write an effective “last resort” letter to a client who owes you money and has not replied to any of your five previous letters. 10

3. (A) You are the Sales Manager of Shakti General Stores, 13 Dharampeth, Nagpur. Write a letter of enquiry to Bajrang Goods, Sadar Bazar, Delhi, about the prices and time of delivery of umbrellas, water proof bags and jackets.

OR

Write a letter to a Bank Manager asking him/her to stop payment of a cheque as you do not have enough bank balance. 10

(B) Write a letter to an insurance company enquiring about the terms and conditions for fire insurance.

OR

What would be your approach to preparing for a job interview ? 10

4. (A) Write to the Assistant Commissioner, Nagpur Municipal Corporation asking him to take action against the menace of stray dogs in your locality.

OR

Write an office memorandum warning an employee for submitting fake medical bills. 10

- (B) As a student in-charge of the Debating Society of the college, write a proposal to the Principal of the college offering to start public speaking classes in the college.

OR

Write a summary of the following passage. Give a suitable title to the precis :

One great defect of our civilization is that it does not know what to do with its knowledge. Science as we have seen has given us powers fit for the Gods, yet we use them like small children. For example, we do not know how to manage our machines. Machines were made to be man's servants; yet he has grown so dependent on them that they are in a fair way to become his masters. Already most men spend most of their lives looking after and waiting upon machines. And the machines are very stern masters. They must be fed with coal and given petrol to drink and oil to wash with and must be kept at the right temperature. If they do not get their meals when they expect them, they grow sulky and refuse to work, or burst with rage and blow up, and spread ruin and destruction all around them. So we have to wait upon them very attentively and do all that we can to keep them in a good temper. Already we find it difficult either to work or play without the machines, and a time may come when they rule us altogether, just as we rule the animals.

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