

Bachelor of Commerce (Computer Application) (B.C.C.A.) Semester—II (C.B.C.S.) 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) Define communication and describe the barriers to communication. 10

OR

What are the features of fax and e-mail that make them effective tools of speedy communication ?

(B) What are the advantages and disadvantages of group decision making. 10

OR

Write short notes on :—

(1) Conference

(2) Workshop.

2. (A) You are the Sales Manager of Marina Book Depot, Station Road, Nagpur. Write a letter to Pustak Mahal, 13 Indira Road, Pune, placing an order for books. 10

OR

You are the proprietor of Lucky Domestic Goods, Akash Chowk, Nagpur. You have received ten units of washing machines in defective condition from Donco suppliers, Sadar Bazaar, Delhi. Write a letter of complaint to the suppliers.

- (B) As a manager of Bank of Baroda, write a sales letter to your customers promoting credit cards introduced by your bank. 10

OR

As a manager of PVS corporate services, you are considering the installation of an inverter designed to supply electricity. Write a letter to the Mercury Industries asking for an estimate. Point out that you require an inverter to support ten tube lights and five fans.

3. (A) On behalf of Mahindra Enterprises Limited, Goa, write a letter asking for a quotation for some office furniture required by your firm. 10

OR

You wish to start a practice as a lawyer. Ask the bank where you have maintained a savings account about its schemes for loans to professionals.

- (B) Write a letter to an insurance company inquiring about the terms and conditions of a fire insurance policy for your factory. 10

OR

Draft a resume, as a commerce graduate, which you may use for applying for the post of clerk in a commercial organization.

4. (A) Write to your city municipality or municipal corporation to take action to prevent the menace of stray cattle on city roads. 10

OR

Write an office memorandum warning an employee against his habit of reading newspapers and magazines during office hours.

- (B) As a librarian of the college, draft a proposal to the principal to extend library hours during the exam season. 10

OR

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

Rivers are the biggest source of fresh water they are therefore our lifeline for survival. It is really sad to see that most of our rivers are increasingly being polluted because of our negligence and irresponsibility. Untreated sewage and waste from the industries are continuously dumped into rivers. Religious ceremonies are also responsible for river pollution . Immersing idols and disposal of garlands and flowers end up polluting the water. Similarly, ashes after cremation are also poured into rivers. River pollution can pose a serious threat to both the environment and the human health. Continuous river pollution can disrupt the ecological balance and lead to the loss of biodiversity. River pollution is thus a critical problem and the government must implement necessary steps to mitigate it.