

This question paper contains **8** printed pages]

Your Roll No.

4102

B.Com/III

C

Paper XV BUSINESS ENGLISH

Time : 3 Hours

Maximum Marks : 100

(Write your Roll No. on the top immediately on receipt of this question paper.)

Note :- The maximum marks printed on the question paper are applicable for the students of the NCWEB. These marks will, however, be scaled down proportionately in respect of the students of Regular colleges at the time of posting of awards for compilation of result.

Attempt *All* questions.

Do *all* parts of a question together.

1. Write short notes in about **50** words on any *five* of the following :

5×5=15

(a) Ethnocentrism

(b) Stereotype

P.T.O.

- (c) Line structure
- (d) Covering letter of a report
- (e) Research Proposal
- (f) Mailshots
- (g) Business use of internet
- (h) Organizational Barriers.

2. Answer any *three* of the following questions in about **100** words each :

3×5=15

- (a) What is the significance of culture in communication ?
- (b) What are the advantages and disadvantages of using the telephone as a channel of communication ?
- (c) What is the importance of feedback ? Give instances where feedback is not immediate or altogether missing ?
- (d) What are the difficulties of upward communication ? Suggest ways to overcome them.
- (e) What do you understand by 3M approach ? Explain your answer with examples.

3. (a) (i) Discuss the effectiveness of diagonal communication and comment on its limitations. 2×9=18

Or

- (ii) What are the different kinds of communication networks ? Explain each briefly.
- (b) (i) What are the different grapevine patterns in communication ? Explain in detail.

Or

- (ii) The proverbial battle of sexes is a battle of stereotypes. Comment.
4. (a) (i) You are the Senior Manager, HR Department of your organization. Draft a circular telling the employees about the need to conserve paper. 2×8=16

Or

- (ii) You are Rashmi Sharma/Rohan Sharma, Senior Sales Executive of Unique Enterprises, Mumbai. Draft a memo for all the employees telling them that they have to write about their daily activities in the record book kept in your office.

P.T.O.

- (b) (i) Write an e-mail to a student answering her/his queries regarding the courses offered at your NIT center at Rajouri Garden.

Or

- (ii) Write a notice for the employees of your company announcing an increase in pay, the annual increment and bonus. Also mention when the pay would be increased and when the increment and bonus would be given.

5. (a) (i) Write a letter of inquiry about the goods you had ordered a month back to M/s Batra and Gill Electronics, Kanpur. Mention the goods ordered. You are Ragini Jha/Rohit Malhotra, Senior Sales Manager.

Or

- (ii) Write a letter of complaint to M/s Ramesh Chandra Building Materials informing them about the sub-standard quality building material which has been delivered at the site of your company. Your company is Chopra Construction Works.
- (b) (i) Draft the minutes of a meeting of the Board of Directors of Saini Computers Pvt. Ltd. at which the following matters were discussed :
- (1) Retirement of the Chairman
 - (2) Election of the new Chairman
 - (3) Disciplinary action to be taken against Mr. Rohit Chaddha, Senior Accounts Manager, who remained absent from duty for fifteen days without any information to the office.

P.T.O.

Or

(ii) Write a report to your office head informing her/him about the increase in sales and the reason behind that increase.

6. (a) Make sentences with any *five* words/phrases so as to make their meaning clear in a business context : $5 \times 4 = 20$

Appendix, table of contents, meeting, agenda, reference, chain of authority, globalization, harassment, illogical, social parameters.

(b) Fill in the blanks with *who*, *whom* or *which* :

(i) The person impressed me most was
Ms. Ritika Sharma.

(ii) With have you been corresponding ?

(iii) He had good references from his present employers,
..... are New Life Textiles.

(iv) The person you interviewed first,
appears to be the most suitable for the job.

(v) is the latest book you have read ?

(c) Complete the sentences with the *correct* verb given below
and also *change* the *form* wherever required :

move, enjoy, disappear, carry, suggest.

(i) He learning Japanese in the class had
a new teacher.

(ii) I his suitcase around with me all day
and it is really heavy.

(iii) When he was thirteen, his parents to
Mumbai.

(iv) I you also advertise in the local
newspaper.

(v) Oh no ! My car !

P.T.O.

- (c) Fill in the blanks with the correct phrase from those given below :

used to, cut down, get through, call back, look up,

- (i) He did not his friend.
- (ii) As a child, she dream about achieving great heights.
- (iii) He had to the meaning of the word in the dictionary.
- (iv) Every year, thousands of trees are being
- (v) He could not the traffic and so, he reached office very late.