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B.Com. (Part - II) (Semester - IV) Examination, December -2019

ENGLISH (Compulsory)

English for Business Communication

(Paper - IV)

Sub. Code : 63120

Day and Date : Wednesday, 04 - 12 - 2019

Total Marks : 50

Time : 12.00 noon to 02.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) Complete the following sentences by choosing the correct alternative from the ones given below : [5]

- a) Slavery is not desirable because _____.
- i) it makes people work hard
 - ii) it was in the past
 - iii) it values the people high
 - iv) it turns people into goods
- b) Today's urgency is to rethink _____.
- i) role of market
 - ii) political system
 - iii) economic policies
 - iv) role and reach of a market
- c) The executive was _____ with his habit of spying.
- i) persistent
 - ii) candid
 - iii) secretive
 - iv) awkward



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- d) Simon was lifted by the Herculean arms of _____.
- his father
 - his new papa
 - his friend
 - his neighbor
- e) Mamta Kalia _____ her father.
- disowns
 - hates
 - adores
 - loves



Q2) a) Answer the following questions in 100 to 120 words each (Any two) [10]

- State difference between market economy and market society
- Why was the publisher angry with the agent?
- How does Simon change from a weeping boy to the bold son?

b) Write a short note in about 100 to 120 words on any ONE of the following: [5]

- Philip as Simon's Papa
- Politics in Market Era

c) Write a short note in about 100 to 120 words on any ONE of the following: [5]

- Father in the poem 'Tribute to Papa'.
- The title of the poem 'India Shines'.

Q3) As a Manager of S.K. Enterprises Private Limited, write a letter of congratulation to Mr. Sandip Daware for being elected as Mayor of Kolhapur city. [10]

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Q4) a) Write a summary of the following extract and suggests a suitable title. [7]

If man began with speech and civilization with agriculture, industry began with fire. Man did not invent it; probably Nature produced the marvel for him by the friction of leaves or twigs, as stroke of lighting or a chance union of chemicals. Man merely had the saving wit to imitate Nature and to improve upon her. He put the wonder to a thousand uses. First, perhaps he made it serve as a torch to conquer his fearsome enemy, the darkness: then he used it for warmth, moved about freely from his native tropics to less enervating zones, slowly making the planet human; then he applied it to metals, softening them, tempering them, combining them into forms stronger and more supple than those in which they had come to his hand. It was fire that created the old and honorable art of cooking; extending the diet of man to a thousand foods that could not be eaten before. So, beneficent and strange was it that fire always remained a miracle to primitive man fit to be worshiped as the god. He offered it countless ceremonies of devotion and made it the centre of focus of his life and home; he carried it carefully with him as he moved from place to place in his wanderings and would not willingly let it die. Even the Romans punished with death the careless virgins of the temple of Vesta, who allowed the sacred fire to be extinguished.

b) Write a well-organized paragraph on the topic with the help of the points given: [8]

Use of tree to human being - Medicinal herbs - fuel - food, fruit, leaves, roots, - clean environment - ecological balance - industrial usages.

