

Seat No.	
-------------	--

**B.Com. (Part - II) (Semester - IV) Examination, November - 2016**  
**ENGLISH (Compulsory) (Paper - D)**  
**English for Business Communication**  
**Sub. Code : 63120**

**Day and Date : Wednesday, 16 - 11 - 2016**

**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]**

- i) According to Michael Sandel, the commodification of everything has sharpened the sting of \_\_\_\_\_ by making money matter more.
 

a) equality	b) inequality
c) poverty	d) wealth
  
- ii) One of the most awkward moments in business is when people can't say. '\_\_\_\_\_'.
 

a) 'It' sheer nonsense.'	b) 'It's my pleasure'.
c) 'It' s okay'.	d) 'That's none fo your business!'
  
- iii) "La Blanchotte is a good, honest girl, and upright and steady in spite of her \_\_\_\_\_, and.
 

a) beauty	b) intelligence
c) misfortune	d) wisdom
  
- iv) The narrator in *Tribute to Papa* refuses to have \_\_\_\_\_, when her tummy starts showing gradually.
 

a) currettd	b) operated
c) concealed	d) exposed

- v) The \_\_\_\_\_ of the hinterland are pushed to the corner.
- a) millinaires                      b) tribals  
c) industrialists                    d) filmmakers

**Q2) a)** Answer any TWO of the following questions in about 100 to 200 words each. [10]

- i) How inequality is created in society in which everything is up for sale?
- ii) Why was the publisher angry with the agent, in *To Know When to Say 'It's None of Your Business*.
- iii) Why was Simon sobbing and weeping?

**b)** Write a short note in about 100 to 120 words. (any one) [5]

- i) Philip Remy as Simon's papa.
- ii) Obstacles in rethinking the role of market.

**c)** Write a short note in about 100 to 200 words. (any one) [5]

- i) Father in the poem 'Tribute to Papa' by Mamta Kalita.
- ii) Contradictory social situation in India after independence.

**Q3)** Draft a circular letter by the General Manager of Sterling Industries (25, Sector II, MIDC, Shirol Industrial Estate, Shirol, Kolhapur) conveying the dealers, agents, traders, associates and well-wishers about the opening of a new branch of industry at Satara. Imagine all the necessary details. [10]

**Q4) a)** Write summary of the following passage and suggest a suitable title. [7]

Floods comprise of another natural disaster in India which occurs year after year owing to excessive rains caused by the south-west monsoon which is the sole provider of maximum rains to India. Besides, tropical cyclones occurring during pre and post monsoon time also cause severe damage. Sometimes, silting of river beds, deforestation or change in the course of rivers too cause floods of flood-like situation. In 1979, a man made flood occurred in Gujarat when Machhu dam bursted causing great destruction.

The vast diversity of India causes extreme situations many times. One part of the country suffers from severe famines while the other part gets destroyed due to floods and overflow of rivers. Approximately, one eighth of the total land area of the nation is considered as flood-prone area. About 8 million hectares of land is flooded annually in which 3.6 million hectares of land is the cultivated area. Thus more than 20 million people get affected every year and over 10 lakh homes get washed away in floods killing thousands of men, women and children. Floods destroy not only the annual crops and livestock but also homes, roads, railways and communication channels of every kind.

In 1954, the Government formulated a National Flood Management Programme which included immediate, short-term and long term plans. The immediate goal was to intensively collect data within 2 years of time and execute emergency measures accordingly. The short-term goals were concerned with construction of spurs and embankments. Long term flood prevention measures concentrated upon storages and reservoirs being built upon rivers and their tributaries. A great degree of protection can be given to flood - prone areas by implementing these structural measures. Owing to this programme, Bhakra dam on Sutlej, Hirakud dam on Mahanadi, Tungbhadra on Krishna, Ukai dam on Tapi, konar and others on Damodar have been built.

By adopting various measures such as inter-linking of rivers, the damaging effects of floods can be reduced and the excess water instead of being wasted can be used for constructive purposes.

b) Write a well organized paragraph on any one of the topics give below: [8]

- i) Sex and violence in the films
- ii) Internet: a boon or a curse?
- iii) College elections and democracy

