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Total No. of Pages: 3

## B.Com. (Part - II) (Semester - IV) Examination, November - 2016 ENGLISH (Compulsory) (Paper - D) English for Business Communication

			Endelsin (	Companso	(1) (1 upor 2)			
			English for	Business	Communication			
			Su	b. Code:	63120			
Day	and	Date	: Wednesday, 16 - 11	- 2016	Total Marks: 50			
Tim	e: 12	2.00 n	oon to 02.00 p.m.					
Instr	uctio	ns:	1) All questions a	re compulso	ry.			
			2) Figures to the	RIGHT indi	cate FULL marks.			
Q1)			e the following sen given below:	itences by o	choosing the correct alternative from [5]			
	i)	Acc	cording to Michael rpened the sting of	Sandel, the	e commodification of everything has by making money matter more.			
		a)	equality	b)	inequality			
		c)	poverty	d)	wealth			
	ii)		e of the most awky	ward mome	nts in business is when people can't			
		a)	'It' sheer nonsens	e.' 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)		e narrator in <i>Tribute</i> rts showing gradual	fuses to have, when her tummy				
		a)	curetted	b)	operated			
		c)	concealed	d)	exposed			

[10]

- of the hinterland are pushed to the corner. V) The tribals a) millinaires b) industrialists filmmakers d) c) Answer any TWO of the following questions in about 100 to 200 words each. (O2) a) How inequality is created in society in which everything is up for i) sale? Why was the publisher angry with the agent, in To Know When to \_ ii) Say 'It's None of Your Business. Why was Simon sobbing and weeping? Write a short note in about 100 to 120 words. (any one) [5] Philip Remy as Simon's papa. Obstacles in rethinking the role of market. c) Write a short note in about 100 to 200 words. (any one) [5] Father in the poem 'Tribute to Papa' by Mamta Kalia. i) Contradictory social situation in India after independence. ii) 03) Draft a circular letter by the General Manager of Sterling Industries (25, Sector II, MIDC, Shiroli Industrial Estate, Shiroli, Kolhapur) conveying the dealers, agents, traders, associates and well-wishers about the opening of a new branch
- Q4) a) Write summary of the following passage and suggest a suitable title. [7]

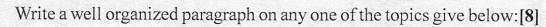
of industry at Satara. Imagine all the necessary details.

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 poeple 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.



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

