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B.Com. (Part - II) (Semester - IV) Examination, December - 2015

ENGLISH (Compulsory) (Paper - D)

English for Business Communication (New)

Sub. Code : 63120

Day and Date : Thursday, 10 - 12 - 2015

Total Marks : 50

Time : 12.00 noon to 2.00 p.m.

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

21) Complete the following sentences by choosing the correct alternative. [5]

- a) The poem "Tribute to Papa" is written by _____.
- i) Premanand Panda
 - ii) Guy de Maupassant
 - iii) Mamata Kalia
 - iv) Kamala Das
- b) The filmmakers sell _____ in the market.
- i) awards
 - ii) emotions
 - iii) production
 - iv) poverty
- c) The executive had an insatiable need to know _____.
- i) what the salary of each of the employees was.
 - ii) what everybody in the company was doing.
 - iii) about their work experience.
 - iv) where everybody in the company goes for holiday.
- d) The occupy Wall Street Movement voiced _____ outrage against the bailout.
- i) restricted
 - ii) ideological
 - iii) thoughtful
 - iv) popular
- e) Simon was called 'My Little Man' by _____.
- i) a tall workman
 - ii) his mother
 - iii) friend's father
 - iv) his teacher

P.T.O.

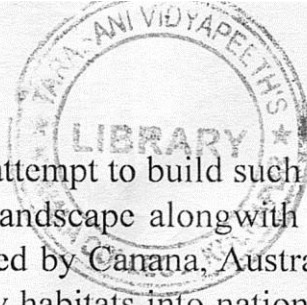
- Q2) a)** Answer the following questions in about 100 to 120 words each. (AnyTwo) [10]
- i) Why was publisher angry with the agent?
 - ii) How does Simon change from a meek boy to the bold son?
 - iii) How does the author differentiate between 'market economy' and 'market society'?
- b)** Write short note in 100 to 120 words. (Any One) [5]
- i) Simon's experience with his schoolmates.
 - ii) Need to say 'it's none of your business' in business world.
- c)** Write a short note on any one of the following in about 100 to 120 words. [5]
- i) Depiction of father in the poem "Tribute to Papa".
 - ii) Ironic presentation of 'Shining India' by the poet.

Q3) Draft a circular letter on behalf of Sai Communications announcing the opening of one more mobile shop. Imagine the relevant details. [10]

Q4) a) Summarise the following passage and suggest the suitable title. [7]

Conservation of every type of species is very important. It is necessary because it helps to preserve the biodiversity of the environment. When the biodiversity on the earth is maintained it keeps the healthy evolution of life on the earth. However, the recent surveys reveal the fact that many of the species are endangered. Their number is decreasing day by day. To avoid the imbalance of the nature it is necessary to take certain measures to save these species. One of such ways is found in creating the National Parks. It is also called wildlife sanctuary. By designing such sanctuaries it is possible to protect and save the wildlife and those species that are near to extinct.

The 19th century saw the emergence of a general concern to protect the wonders of nature. The first protected areas were set up. The yellow stone National Park was established in 1872 in the middle of the Rocky



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Mountains. It was in a way first attempt to build such park. Here an attempt was made to retain the unique landscape alongwith the diverse flora and fauna. This idea was soon adopted by Canada, Australia and New Zealand who also converted extraordinary habitats into national parks. Today, there are around 2200 national parks in 120 countries.

Like national parks zoos also play an important role in the protection of the near extinct and endangered species. Animals belonging to rare species are also kept in modern zoos. As part of the 'return to the wild' campaign these animals are cared for, put through breeding programmes and finally, released into their natural habitats. A good example would be the conservation programme undertaken for the white oryx antelope. Returning captive animals to the wild is also one more way to preserve these species and contribute in their protection. Human beings capture the animals or hunt them for their hobbies. The greed for money by selling and killing these animals is satisfied which is a big threat to wild life. Hence it is necessary to conserve the wild life for the restoration of earth's biodiversity.

- b) With the help of the given points write a well organised paragraph on the following topic. [8]

Social Media and Young Generation:

Types of social media like whats app, Facebook, twitter - their function - sharing of ideas and business communication - actual use by young generation.

eg. chatting, clipsharing and other misusages - demerits of social media such as frustration, habit of living in unreal world - the care to be taken by young generation - limited use - avoid giving personal details etc.

