

Bachelor of Commerce Part - I Examination: May 2018
(Centre of Distance Education)

Day & Date	Part	Subject Name	Time	Code	Marks
Monday 07/05/2018	I	C. C. English	02.30 PM to 05.30 PM	1101	100

Instructions: All questions are compulsory.

- Q.1** Describe the role of business letters. **10**
OR
What are the qualities of a good business letter? Give examples.
- Q.2** Write a letter of inquiry to Anjali Electricals Ltd, indicating your interest in buying their products. State your requirements and request them for favorable terms for a large order. **10**
OR
Write a letter to an old customer who has not placed an order with you for a long time.
- Q.3** Place an order with Sia imitation fancy necklaces and bangles of various designs and sizes to reach you within 10 days. **10**
OR
Place a repeat order for Glass bangles, mention the details in your letter.
- Q.4** Write a letter to Arvind Mills Ltd Parel, informing them that the 100 double bed spreads that you had ordered from them have not reached you, in spite of, placing an order almost a month ago. Claim compensation for the delay as you had to buy the bed spreads from elsewhere paying a higher price. **10**
OR
You have received an order for Notebooks to be executed by May 5, 2018. Write reply expressing your inability to execute the order by the specified date of delivery.
- Q.5** You have received a consignment of Cotton Fabrics. Write to them that the quality of the fabric is not the same as that of the sample that was shown to you. Write a letter of complaint and seek a suitable adjustment. **10**
- Q.6** Draft a memo to your employee Ms Roopa Mehta for her rude behavior. **10**
- Q.7** **Write short notes on. (Any two)** **20**
a) Importance of effective Communication
b) Channels of Communication
a) Barriers to Communication
b) Process of Communication

Q.8 Read the following passage and answer the questions given below: 20

The girl child is deprived of her need for nutritious food, proper education and other things required for her full growth and development. The percentage of malnourished girl children has been significantly higher than that of boys. According to the estimation, 50 percent of the girl children as compared to 20 percent of the male children below 5 years of age suffer from server malnutrition even in prosperous areas.

That the desire and prayer not to have a girl child have been increasing since long is indicated by the fact that even in Atharva Veda it is mentioned, "the birth of the girl grant elsewhere, here grant a boy". Now there is enough scientific evidence available to say that since birth onwards girl child receives rejection, unequal, indifferent and discriminative treatment as compared to male children.

The girl child is overburdened with carrying out the household chores and taking care of her younger siblings. And yet she is discriminated and harassed at every stage, through nature of degree of the harassment differs from community to community and in the same community from family & family. Gender bias brings in grossly unequal allocation of resources for girl child with regard to food, nutrition, education, health services, medical care, information or training, jobs, wages and participation developmental programmes.

It has been found that these inequalities and deprivations are prevalent not only in underprivileged classes due to poor economic conditions, but also in higher strata of society for different reasons.

Questions:

- 1) What is the girl child deprived of? What do statistics say? 03**
- 2) How do we know from the passage that the girl child was not welcome in older times and now in modern times? 03**
- 3) What work does the girl child have to do at home? 03**
- 4) Is the degree of harassment against the girl child same everywhere? 03**
- 5) Make nouns form the following: 02**
 - a) Harass
 - b) Carry
- 6) Give the verb form of the following: 03**
 - a) Prayer
 - b) Treatment
 - c) Participation
- 7) Give the opposites of the following: 03**
 - a) Male
 - b) Increase
 - c) Prosperous