

Instructions: 1) Question No. 1 is compulsory.

2) Write any 4 questions out of the remaining questions.

- Q. 1 Indian Women see marriage as their ultimate destiny. Show how the stories in the collection 'The Inner courtyard' reflect this belief. (20)

OR

Women are helpless victims of oppression in our society. Discuss this viewpoint with illustrations from the stories in the collection 'The Inner Courtyard'

- Q. 2 Attempt any TWO of the following: (20)

- a) Significance of the title 'Revenge Herself'
- b) The relationship between Aaji and Preeti in 'My Beloved Charioteer'
- c) The incident of the handkerchief in 'Her Mother'

- Q. 3 Attempt any TWO of the following: (20)

- a) Kubra in 'Chauthi ka Jaura'
- b) Muthassi in 'Summer Vacation'
- c) Bina Raman in 'Farewell Party'

- Q. 4 A) Draft a sales letter to promote any ONE of the following: (10)

- a) Laundry Service
- b) New brand of Shampoo.

- B) There has been a fall in the number of tourists visiting 'All seasons hotel' in Ooty. The managing Director of the hotel has appointed a committee to study the reasons for the same and recommend steps to attract tourists. Draft the report with recommendations. (10)

OR

There has been a fall in the number of students seeking admission in Modern College. The Principal has appointed a committee to study the reasons for the same and recommend measures to attract students. Draft the report.

- Q. 5 A) Discuss with illustrations the different kinds of appeals that can be used to make a sales letter effective. (10)

- B) You are the leader of the NSS group that participated in the Beach Clean-up Project, draft a report to be submitted to the Principal of the college

OR

You have been sent by your company to attend a seminar on Marketing. Draft a report about the seminar, to be submitted to the Manager of your company.

- Q. 6 A) On behalf of the Railway Commuters Association draft a representation to the Managing Director of Central Railway regarding the problems faced by women commuters in local trains.

OR

Draft a representation from the citizens Association of Ahmedabad to the commissioners of Police (Traffic) regarding the harassment by auto-rickshaw drivers and taxi drivers.

- B) Short notes any ONE of the following: (10)

- a) Importance of Market Survey
- b) Advantages and disadvantages of any two methods of conducting surveys.

- Q. 7 A) Prepare a feedback questionnaire to study customer satisfaction with a videocon washing machine the following points can be considered: (10)
- a) Size of clothes per cycle
 - b) Load of clothes per cycle
 - c) Water and electricity consumption
 - d) Price and after sales service

OR

Prepare a feedback questionnaire to study viewers satisfaction with any ONE T. V. serial your choice. The following points may be considered:

- a) storyline
 - b) music / costumes / sets
 - c) actor's performance
 - d) time and frequency of episodes.
- B) Draft a press release announcing the launch of a new mobile service by Reliance Infotech Limited (10)

OR

Draft a press release announcing the Inter-Collegiate sports Meet to be organized by your college.