

**Bachelor of Commerce Part - I Examination: December 2017**  
**(Centre of Distance Education)**

Day & Date	Part	Subject Name	Time	Code	Marks
Tuesday 26/12/2017	I	C. C. English	10.30 AM to 01.30 PM	1101	100

**Instructions: All questions are compulsory.**

- Q.1** What are the qualities of a good business letter? Give example. **10**  
**OR**  
 Why should one not use jargons while writing business letters?
- Q.2** Write a letter for Mehta Bros to their customer that they cannot sent the goods carriage paid since their profit margin is very narrow. **10**  
**OR**  
 Write a letter to an old customer who has not placed any order with you for a long time.
- Q.3** Place an order with Jia imitation Jewellery for necklaces and earrings of various designs and sizes to reach you within 15 days. **10**  
**OR**  
 Place a repeat order for fancy sun glasses mention the details in your order.
- Q.4** Write a letter to Vimal Cotton Mills Parel, informing them that the 100 single bed spread that you had ordered from them have not arrived even though you placed the order a month ago. Claim compensation for the delay as you had to buy the bed spreads from elsewhere at a higher price. **10**  
**OR**  
 Write a letter to Annik Mills Ltd. complaining about the wrong consignment being sent. The dress material that you had ordered was in cotton pads this consignment contains polyester mix therefore you are forced to reject the goods sent.
- Q.5** You have ordered 20 kgs of potato wafers on behalf of your Company on opening. The packets you find that the wafers (chips) crushed to small pieces. Write a letter of complaint and seek from a suitable adjustment. **10**
- Q.6** Draft a memo to your employee Mr. Amit Shah for his rude behavior. **10**
- Q.7** **Write short notes on (Any two):** **20**  
 a) Barriers to communication  
 b) Process of communication  
 c) Channels of Communication  
 d) Importance of effective communication

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

By the roadside on the way to Kamar Pukur is Ranjit Raya's Lake, Bhagavati, the divine mother, was born as his daughter. Even now, people hold an annual festival there in the month of Chaitra, in honour of this divine daughter.

Ranjit Raya was the landlord of that part of the country. Through the power of his meditation, he obtained the divine mother as his daughter. He was very fond of her, and she too was very much attached to him. She hardly left his presence.

One day Ranjit Raya was engaged in his duties of his estate. He was very busy. The girl, with her child-like nature, was constantly interrupting him saying: "Father, what's this? What's that?" Ranjit Raya tried to persuade her not to disturb him, and said: "My child, please leave me alone for sometimes. I have a lot of work to do. I'll talk to you later". But the girl would not go away. At last, rather absent-mindedly, he said, "Get- out of here!" At this, she left home and nobody saw her again.

**Questions:**

- |   |           |
|---|-----------|
| 1. Who is Bhagavati?  | <b>01</b> |
| 2. Where was she born?  | <b>01</b> |
| 3. How did Ranjit Raya get her as his daughter?   | <b>02</b> |
| 4. Why is it that there is no mention of the mother of Bhagavati? Does it reflect the absence of one's mothers name in the full name of a person? | <b>02</b> |
| 5. Why did Bhagavati leave home? Did she come back?   | <b>02</b> |
| 6. What Morals do you learn from the story?   | <b>02</b> |
| 7. Match Column A with the meaning in Column B.   | <b>10</b> |

**Column A**

- a) obtain
- b) hardly
- c) child like
- d) interrupt
- e) persuade
- f) pretext
- g) engaged
- h) obtained
- i) attached
- j) meditation

**Column B**

- i) almost not
- ii) to get
- iii) to think carefully and deeply
- iv) to faster or join
- v) to get
- vi) a natural guileless loving quality
- vii) to interfere
- viii) convince
- ix) excuse
- x) busy