

**Bachelor of Commerce Examination: October/November –  
2015 Part: III (Repeater) (Annual Pattern)**

Day & Date	Paper No.	Subject Name	Time	Code
Wednesday 21/10/2015	P – III	English (For English Medium)	11. 00 AM to 02.00 PM	1301

**Instructions: 1) Question number 1 is compulsory.  
2) Attempt any four from the remaining questions.**

---

**Q.1** Show how the statement “Marriage is the ultimate destiny for women” is illustrated in the stories ‘the Meeting’ and ‘Chauthi ka Jaura’. **20**

**OR**

It is difficult for mothers and daughters to be friends. Discuss this comment with reference to ‘My Beloved Charioteer’ and ‘Girls’.

**Q.2 Attempt any two of the following :** **20**

1. The end of the story ‘Dravpadi’.
2. Cultural shock experienced by the newly married woman in ‘The First Party’.
3. The incident of cutting the hair in ‘Her Mother’.

**Q.3 Attempt any two of the following:** **20**

1. Hamida is ‘Chauthi Ka Jaura’.
2. Ammu is ‘Summer Vacation’.
3. Bina is ‘Farewell Party.’

**Q.4 A) Draft an effective sales letter on any one of the following:** **10**

- i. Sugar free Diwali Sweets.
- ii. A House cleaning Service.

**B)** There has been a fall in the number of members visiting Khar Gymkhana. The General Manager of the Gymkhana has appointed a committee of 3 members to find out the reason for this. Draft the report and report with recommendations. **10**

**OR**

The Director of Skypar Company has received many complaints from women employees regarding the lack of facilities for them in the factory. A committee consisting of 3 members has been appointed to study the matter and report with recommendations. Draft the Report.

**Q.5 A) What are the different kinds of appeals used in a sales letter? Discuss.** **10**

**B) The students of T.Y.B. Com have not fared well in the compulsory** **10**

English paper during the Annual Exams. The principal of the college has asked the English Professor to find out the reasons for the poor results and report with recommendations.

**OR**

The residents of Yagnik Nagar, have complained to the Municipal Commissioner that their water is polluted. The Municipal Commissioner has appointed the chief Engineer to investigate why this is happening and report with recommendations for solving the matter.

- Q.6 A)** Draft a representation from the Tata Employers Union to the General Manager asking for a free Bus Service from the local railway station to their factory. **10**

**OR**

Draft a representation from the Senior Citizens Association of Mumbai to the Police Commissioner asking for police security as there have been many attacks on senior citizens.

- B) Attempt any one of the following:** **10**

- a. Need and Importance of Market Survey.
- b. Discuss any two methods of conducting a survey.

- Q.7 A)** Prepare a feedback questionnaire (10 questions) to study customer satisfaction with women's magazine published by International Publishers. **10**

The following points may be considered.

1. Quality and range of articles.
2. Cover Page
3. Quality of Paper and Photography
4. Price

**OR**

Prepare a feedback questionnaire (10 questions) study Viewers Satisfaction with T.V. Serial.

The following points may be considered.

1. Story Line
2. Actors
3. Costumes / Music
4. Direction / Sets

- B)** Draft a Press Release announcing the opening of a new adventure Tourism Company. **10**

**OR**

Draft a Press Release announcing the Inauguration of a new women's college by the Education Minister.