

Bachelor of Commerce Examination: October - 2022
(Distance Education) (New Course)

Day & Date	Semester	Subject Name	Time	Code	Marks
Wednesday 19/10/2022	I (Fresh/ Repeater)	English C. C.	11.00 AM To 02.10 PM	110101	75

Instructions: 1) Question No. 8 & 9 are compulsory.
2) Attempt any four questions from rest.

- Q.1** What are the principles of letter writing? Explain any two principles in detail and discuss the language and style used in business letters. **10**
- Q.2** You have received a request for a quotation of variety of food items. Write a reply letter to this enquiry. Send a quotation along with the letter. **10**
- Q.3** Identify the sender, receiver, message, medium, channel, and feedback: **10**
- A public announcement made by police about curfew and people remained at home.
 - A union member delivers a fiery speech to a huge gathering of workers advising them to strike work. The next day, the workers did not attend work as usual.
 - A dress material manufacturing company reaches out to ladies through TV advertisement of its new range of collections. Sales increase by 60% in two months.
 - "We are watching Comedy show on TV and laughing".
- Q.4** Your college library intends to buy some laptops for digital library. Draft letter of enquiry to Vijay Sales, Thane. Ask for their catalogue, quotation and concession. **10**
- Q.5** A retailer has requested you to supply 3 Canon photocopy machines at 20% discount for a valued customer. Draft a reply stating that the rate of discount does not exceed 17%. Make an attempt to get the order. **10**
- Q.6** **a) Use appropriate expressions for the following.** **05**
- Due to the fact that
 - Enclosed herewith
 - We have not heard from you
 - You have not cared to pay attention to our complaint
 - Thanking you in advance
- b) Write the following set of words in one sentence.** **05**
- Bear – bare
 - Tire – Tyre
 - See – Sea
 - Urn – Earn
 - Hair – here

Q.7 Define Communication and Explain the process of communication with the help of a diagram. **10**

Q.8 Answer the following

A) Match the following

07

A

B

- | | |
|---------------------------|---------------------------------------|
| 1) Reader's point of view | a) Principle of letter writing |
| 2) Left alignment | b) blind carbon copy |
| 3) Concreteness | c) Dear Sir |
| 4) Letter heading | d) name, address of the company |
| 5) Salutation | e) Your attitude |
| 6) bcc | f) Complete block |
| 7) Immediate Feedback | g) Fast in face to face communication |

B) Answer in one sentence. (Any Three)

03

Identify the barriers:

1. A marriage ceremony near the college building (Linguistic barrier / psychological barrier / social barrier / noise barrier)
2. A student forgetting the answer in Oral examination (Environmental barrier / social barrier / psychological barrier / linguistic barrier)
3. Inability of students to grasp a lecture on astrophysics by a scientist (Linguistic barrier / status barrier/physical barrier /personal barrier).
4. "You cannot have better knowledge. I have studied and taught this subject for years and I can't be wrong". (Environmental barrier / social barrier / psychological barrier / linguistic barrier)
5. An artist discontinued dancing as the tape recorder suddenly stopped. (Environmental barrier / social barrier / psychological barrier / linguistic barrier)

Q.9 Short notes (Any Five)

25

- a) The Feedback is the final link between sender and receiver
- b) Action speaks louder than words
- c) Listening is not hearing
- d) Medium decides the method of communication
- e) Merits of Written communication
- f) Objectives of communication
- g) Communication for giving information