

BB-126

May-2015

S.Y. B.Com.,

Commercial Communication – II

Text : ‘Wuthering Heights’

Time : 3 Hours]

[Max. Marks : 70

- Instructions :** (1) Mention clearly the option you attempt.
(2) Figures to the right indicate full marks.

1. Draw the character-sketch of Heathcliff. **8**

OR

“Wuthering Heights’ is a novel depicting the theme of love, hate, revenge, poetic justice, nature etc.” Discuss.

2. Write short notes on any **two** of the following : **8**

- (i) Character-sketch of Isabella
(ii) The title of the Novel
(iii) End of the Novel
(iv) Catherine’s love for Heathcliff

3. Write short notes on any **two** of the following : **8**

- (i) Semantic Barriers
(ii) Meaning and advantages of Downward Communication.
(iii) Status Block and Group Identification as Socio-Psychological Barriers

4. As an Account Holder of Bank of Baroda, write a letter to the bank complaining about wrongful dishonor of the cheque. **8**

OR

On behalf of the business firm, write a letter to the bank requesting to grant an overdraft facility.

5. As a manufacturer, write a letter to the business firm offering an agency of Ahmedabad district. **8**

OR

As an agent, write a letter to the principal surrendering an agency.

6. As from a shareholder, write a letter to the secretary of a limited company complaining about non-receipt of a Refund Order. 8

OR

As a company secretary, write a suitable letter to the shareholder who has complained about non-allotment of shares in the recent public issue of the company.

7. Draft an agenda for a Statutory Meeting of the company. 8

OR

Draft the minutes of the Annual General Meeting of a company.

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

Japan has shown great interest in investing in power projects in India but some bottlenecks need to be removed, according to the power Minister Mr. N.K.P. Salve.

Mr. Salve said that Japan saw a great future for their investments in India in the power sector. He hoped someday India would be able to see Japanese investment on terms which would be attractive to India.

Though they have shown interest in some specific projects, there appears to be some difficulty. However, the entire legal and administrative framework devised by us for private sector is acceptable to them, he said.

But the only hitch now is that the Japanese want to trade in yen and India wants to trade in US dollars, he said.

Questions :

- (1) In which projects has Japan shown interest in investing in India ?
- (2) What did Mr. Salve say about the Japanese investment in India ?
- (3) Which framework is acceptable to the Japanese ?
- (4) What is the hitch in investing in power projects ?

9. Match the words given in Column-A with their meanings given in Column-B : 6

A	B
1. Ab initio	1. With bad intention
2. Ultimo	2. In fact
3. Malafide	3. For each day
4. De facto	4. From the beginning
5. Per diem	5. In the meantime
6. Ad Interim	6. Last month