KF-108

March-2014

S.Y.B.Com. (Annual Pattern)

Commercial Communication – II

Text : 'Wuthering Heights'

Time : 3 Hours]   **[Max. Marks : 70**

Instructions :   (1)   **All** the questions are compulsory.

                    (2)   Mention clearly the option you attempt.

                    (3)   Figures to the right indicate full marks.

1.   Write a detailed note on the theme of the novel 'Wuthering Heights'.   **8**

                    OR

    Attempt a character-sketch of Catherine Earnshaw.

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

    (i)   End of the Novel

    (ii)   Isabella

    (iii) Heathcliff-a revengeful man

    (iv) Title of the Novel 'Wuthering Heights'

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

    (i)   Semantic Barriers

    (ii)   Upward Communication : Advantages and Limitations

    (iii) Grapevine Communication

    (iv) Group Identification and Poor Communication skills as Psycho-sociological barriers.

4.   As an account holder of Dena Bank, Naranpura Branch, Ahmedabad, write a letter to the Bank Manager complaining about an error in the calculation of interest in your account.   **8**

                    OR

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

5. A business firm has applied for an agency of a particular district. On behalf of the manufacturer, write a letter offering an agency. **8**

<p align="center">**OR**</p>

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

6. As from Nirav Mehta, write a letter to the company secretary complaining about non-allotment of shares in the recent public issue. **8**

<p align="center">**OR**</p>

A shareholder has expressed concern over decline in profit of the company. As a secretary, write a letter giving satisfactory explanation for it.

7. Draft an agenda for the Annual General Meeting of the company. **8**

<p align="center">**OR**</p>

Draft the minutes of the Meeting of the Board of Directors.

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

Microsoft Research is a unit that seeks to make computing easier and affordable. Infosys Technologies excels in building and providing large-scale software solutions. Last week, the two companies announced collaboration to figure out newer ways to build software and make it work more effectively. If we are successful, we will change the way software is written. When the scale of a project reaches a certain size, people often spend time in building the software. And then they spend an equal amount of time to make it work. "If we can define a new standard that is more effective and less time consuming that will benefit the industry at large." Said P. Anandam M.D. Microsoft Research.

The common challenge for both companies will be to look at how technology can make software more reliable and in turn reduce the complexity involved in development phase.

Questions :

(1) What is Microsoft Research trying to do ?

(2) Which companies announced collaboration ?

(3) What is the common challenge for both companies ?

(4) What was P. Anandam ? What did he say ?

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

	A		**B**
(i)	Ad hoc	(1)	Proportionately
(ii)	Ad interim	(2)	Method of work
(iii)	Modus operandi	(3)	For a particular purpose
(iv)	Per capita	(4)	Against
(v)	Pro rata	(5)	In the meantime
(vi)	Versus	(6)	For each person

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