

B.Com. / B.Sc. F.Y. / B.Sc. (Information Technology) / B.C.A. (CBCS Pattern) Semester-II
UCA2C02 / UBITT201 / UBCAT201 - Compulsory English
(Business Communication-II)

P. Pages : 2

Time : Three Hours



GUG/S/25/10646S

Max. Marks : 80

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1. A) Answer **any one** of the following questions in about 150 words. **10**
i) What answer does the hermit give to the king's three questions?

ii) What were the thoughts that came to Raman as he was on the board of the ship and watching the Mediterranean?
- B) Answer **any one** of the following questions in about 150 words. **10**
i) What are some of the qualities that the land of freedom should have, according to Tagore?

ii) Why does poet consider more terrifying that money?
2. A) Answer **any three** of the following questions in about 75 words. **15**
i) How does Vivekananda describe India's history of tolerance?

ii) What is the complex that von Brown attributed to the Americans?

iii) Explain Vivekananda's reason for telling the story of the frog in the well.

iv) How did Raman Explain Keen and Porter's experiment?
- B) Answer **any one** of the following questions in about 75 words. **5**
i) How has money made the individual nervous, afraid and insecure? What are its long-term effects?

ii) What does the poet mean by the phrase 'stand and stare'? Is the poet in favor of idleness or laziness?
3. A) Make question tag of the following sentences: **4**
i) Kranti repaired the clock.

ii) Everyone needs sound sleep.
- B) Change the voice : **any three**. **6**
i) Give him some money.

ii) Shaila will send me the journal

iii) Will Neha buy the two-wheeler

iv) I know him

v) He gives me a pen.

4. A) i) What are the effective techniques of advertising? 10

OR

- ii) What are ethical concerns in advertising?

- B) Complete the following dialogues: **any one**. 10

- i) (Gita Joshi and Mohit Kumar meet at the post office. They stay in the same colony but do not know each other very well. Its three o'clock in the afternoon).

Mohit : -----, Mrs Joshi?

Gita : ----- Mr. Kumar. How are you?

Mohit : I'm very well, ----- and ----- Mrs. Joshi?

Gita : ----- I came to buy some stamps and inland letters.

Mohit : I must send this card to my friend. Its her birthday next week. ----- ,
Mrs. Joshi.

Gita : ----- and ----- Bye!

Mohit : Goodbye!

OR

- ii) (Uma thanks her neighbour Tina for taking care of her baby for a while.)

Uma : TINA, I'm back from the market. ----- for taking care of Neha
while I was away.

Tina : Oh, ----- a pleasure.

Uma : Hope she was not a problem?

Tina : ----- she had a lunch, played with Rahul and has had a nap too.

Uma : ----- again, Tina.

Tina : -----

5. A) Saira Begum talks to her new classmates during the lunch break and tells them about herself. Introduce yourself as Saira Begum. 5

OR

Two teachers from different colleges discuss their respective routines. Describe the dialogue between them.

- B) As Sam Thomas, Secretary of the Press Club of India, write a notice informing the club's members about its annual meeting scheduled to be held in No. 3 Barakhamba Road, New Delhi, on 6 December 2017 from 10 a.m. to 1p.m. Also invite the members to lunch in the club's reception hall. 5

OR

You are the principal of the Arya College of Arts and Science, Lucknow. Prepare an agenda for a meeting with the head of the English department and the secretary and the treasurer of the college's literary association. The meeting has been called to discuss the venue, date, time and competitions for the annual literary festival of the college.
