

Examination MAY - 2016

B.C.A. Semester- I

Communicative English (Old)

Duration: 02:30 Hours

Code - 2558

Total Marks: 70

Q-1(A) What are the objectives of communication? (07)

Q-1(B) Define the term *communication*. (07)

OR

Q-1(A) Write a note on forms of communication. (07)

Q-1(B) Explain the process of communication. (07)

Q-2(A) Write a detailed note on E-mail. (07)

Q-2(B) Write a detailed note on Telephone Answering Machine. (07)

OR

Q-2(A) Write a detailed note on SMS. (07)

Q-2(B) Write a detailed note on Telex. (07)

Q-3(A) Explain the following terms. (14)

1. Consignment.
2. Bonded Warehouse.
3. Debit note.
4. C.O.D.
5. V.A.T.
6. E.&O.E.
7. Excise duty.
8. Certificate of origin.

OR

Q-3 Explain the following terms. (14)

1. Invoice
2. Demurrage.
3. Pilferage.
4. F.O.B.
5. Cartage.
6. C.I.F.
7. Credit note.

Q-4 Attempt the following questions.

(14)

1. Write a note on types of enquiry letter.
2. What are the parts of business letter? Explain each in brief.

OR

Q-4 Being the customer, you want to purchase Honda Shine two wheeler. Draft an enquiry letter enquiring about the features and price of Honda shine two wheeler to the owner of Honda Showroom, Rajkot.

(14)

Q-5 Answer the following questions.

(14)

1. Elaborate and trace the growth of Ratan's love for the postmaster and its eventual failure.
2. The character sketch of Rosemary Fell.

OR

Q-5 Answer the following question.

(14)

1. Comment on Rosemary Fell's character.
2. What is the theme of the story *How Much Land Does a Man Need*?