



SB-0501

Third Year B. Com. Examination
March / April – 2011
English Compulsory (Eng. Med.)

Time : Hours]

[Total Marks : 70

Instructions :

(1)

નીચે દર્શાવેલ નિશાનીવાળી વિગતો ઉત્તરવહી પર અવશ્ય લખવી. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text"/> T. Y. B. Com.	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text"/> English Compulsory	<input type="text"/>
Subject Code No. : <input type="text"/> 0 <input type="text"/> 5 <input type="text"/> 0 <input type="text"/> 1	<input type="text"/>
Section No. (1, 2,.....) : <input type="text"/> Nil	<input type="text"/>
	Student's Signature

- (2) Clearly indicate the options you attempt.
(3) Figures to the **right** indicate full marks.

1 Why is advertising called an art of selling undesirable things? Describe Herman Wouk's outburst against the advertising media. **10**

OR

1 'Please and Thank you are little courtesies by which we keep the machine of our life oiled and running smoothly' – Comment with reference to the passage "On Saying Please". **10**

OR

1 "The Sea will play an increasingly important part in feeding the growing number of hungry mouths". How according to Richard Musman is this possible? **10**

2 Write short notes on any **two** of the following : **10**
(a) Robert Lynd's advice to parents
(b) Implications of mass-production
(c) Merits of our civilization
(d) Rajgopalachari's views on education for new India.

3 Write an essay on any **one** of the following : **10**
(a) Changing values
(b) Working women-success and society
(c) An accident you witnessed.

- 4 As librarian of the institute, draft a proposal to the principal of your college regarding computerisation of library's catalogues and lending system. 10

OR

- 4 Draft a proposal for expansion and renovation of canteen facility for the workers of Sun Pharma Ltd. 10
- 5 Dhiraj Sons writes a letter to Mayur Electrical Appliances Ltd., complaining that they had ordered 30 instant electric water-heaters but were billed for 40. Draft a suitable reply. 10

OR

- 5 Assume that a friend of yours is the Managing Director of Shah Textile Corporation, Mahatma Gandhi Marg, Surat. He has suggested that you apply for the post of an Electrical Engineer in a sister concern called Mehta Engineer Work, Gokhale Marg, Poone-3. The Post carries a pay scale of Rs. 12,500-1000-20,500 plus other fringe benefits. Draft the letter of application. 10

- 6 (i) Write short notes on any two of the following : 8
(a) Alan Warner's precepts to write clean English.
(b) Middle English.
(c) Scanning as a reading technique.
(d) Development of Technical writing.
- (ii) Give full form of the following : 2
(a) T U C
(b) R e t d
(c) P V C
(d) C/o.

- 7 (a) Read the passage and answer the questions : 5
Our society is built with money for mortar ; money is present in every joint of circumstance. It might be named the social atmosphere, since in society , it is by that alone that men continue to live, and only through that can they reach or affect one another. Money gives us food, shelter, and privacy ; it permits us to be clean in person, opens for us the doors of the theatre, gains us books for study or pleasure, enables us to help the distresses of others, and puts us above necessity so that we can choose the best of life. If we have scruples, it gives us an opportunity to be honest, if we have any bright designs, here is what will smooth the way to their accomplishment. Penury is the worst slavery and will

soon lead to death. But money is only a means, it pre-supposes a man to use it. The rich man can go where he pleases, but perhaps pleases him self nowhere. He can buy a library or visit the whole world but has neither patience to read nor intelligence to see. The table may be loaded and the appetite wanting, the purse may be loaded and the heart empty. He may have gained the world and lost himself, with all his wealth around him in a great house. Without an appetite, without an aspiration, void of appreciation, bankrupt of desire and hope, there in his great house, let him sit and look at his finger. It is perhaps more fortunate to have a taste for collecting shells than to be born a millionaire. Although neither is to despised, it is always a better policy to learn an interest than to make a thousand pounds, for the money will soon be spent or perhaps you may feel no joy in spending it, but interest remains imperishable and ever new.

- (i) Why does the writer give preference to collecting shells than to be born a very rich man?
 - (ii) Why does the writer consider poverty as the worst slavery?
 - (iii) Why is it not possible for a rich man to enjoy his riches?
 - (iv) Explain the idea of the word 'appetite' in the passage.
 - (v) Do you agree with the statement that 'money is only a means'? What is the 'better policy' the author talks about in the passage?
- (b) (i) What is received pronunciation? 1
- (ii) Give phonetic transcription of : 4
Champ, leather, foolish, rouse,
reason, curl, stars, old.