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Total No. of Pages : 01

Total No. of Questions : 05

**B.Com(Hons)/B.Sc.(FD)/BTTM/B.Sc.(BT)/(BHMCT)/BA JAMC/B.Sc.(MLS)/
BBA(RD)/ BBA/BBA(SIM)/BBA(Business Economics) (2018 Batch)
(Sem.-1)**

ENGLISH

Subject Code : BTHU-103-18

M.Code : 75085

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

- 1. All questions are COMPULSORY.**
- 2. Q1, Q2 and Q3 carry TEN marks each.**
- 3. Q4 and Q5 carry FIFTEEN marks each**

- 1) How important is effective communication in today's business world? Discuss a few aspects of business where communication is very important.
- 2) Media communication such as computer, cell phone, LCD, video, TV etc. has become a major means of communication. Discuss its role in changing the culture of a society.
- 3) Analyse and interpret the following passage in your own words :

There are hundreds of superstitions which survive in various parts of the country and the study of them is rather amusing. We are told, for example, that it is unlucky to point to the new moon or to look at it through glass, but if we bow nine times to it we shall have a lucky month. Now suppose you tell a scientist that you believe a certain superstition - let us say, that the howling of a dog is a sign of death. The scientist will immediately require evidence before he can accept your belief. He will want figures to prove it. Your superstition may impress an ignorant person but it cannot face the light of facts. Your case would not carry conviction in a court of law. Any intelligent man will want to know the "reason why". What connection can there be between a howling dog and an approaching death.

- 4) Write a letter to your friend discussing the effect of different kinds of violence that plague the society.
- 5) Write a detailed analysis of any book that you have recently read.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.