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GSCN/W-2019/SEM-II/BCL 2.E, BCCAL 2.E, BBAL 2.E



Shiksha Mandal, Wardha's

## G. S. College of Commerce & Economics, Nagpur

An Autonomous Institution

(Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

Second Semester Bachelor of Commerce, Second Semester Bachelor of  
Commerce (Computer Application) & Second Semester Bachelor of Business  
Administration Examination (CBCS)

### ENGLISH LANGUAGE SKILLS

(BCL 2.E, BCCAL 2.E, BBAL 2.E)

Time: 3 Hours

Maximum Marks: 80

Note: All Questions are compulsory.

- Q.1 Answer the following questions in about 150-200 words: 08
- A) Explain the concept of 'Division of Labour' given by Adam Smith and support it by giving the example of manufacturing of pins.
- OR
- Explain with suitable example, the concept of 'Comparative Advantage' given by David Ricardo.
- B) Explain the concept of 'Use Value' and 'Exchange Value' given by Karl Marx. 08
- OR
- Explain the impact of industrial revolution on Great Britain as illustrated by John Keynes.
- Q.2 Answer the following questions in about 75-100 words: (Any four) 16
- a) Describe the four stages of progress in societies as explained by Adam Smith.
- b) Explain the early life of David Ricardo.
- c) John Mill put forward the concept of Worker-Controlled Co-operatives. Explain.
- d) How does a capitalist accumulate wealth, according to Karl Marx?
- e) What was the crisis at the start of the Second World War according to Keynes?
- f) What is the concept of 'Human Development Index' Supported by Amartya Sen?
- Q.3 A) Answer the following questions in three to four sentences: (Any Four) 08
- a) What is the full name of the book published by Adam Smith in 1776?
- b) What made Ricardo a pre-eminent economist of his age?
- c) What propelled the great material progress of the industrial revolution, according to John Mill?
- d) What is the name of the book written by Karl Marx?
- e) What was the condition of the many European nations after the First World War during the time of Keynes?
- f) What are the constraints in riding a bicycle, as per the capability approach of Amartya Sen?

- B) Identify the Economic thinkers with Economic concept put forward by them. (Any Four) 08
- Fixed, circulating and human capital.
  - Comparative Advantage.
  - Productive and Unproductive Labour.
  - The Circuit of C-M-C and M-C-M.
  - Proposals for Reconstruction of Europe.
  - Capability Approach.

Q.4 Attempt the following letter: 08

A) Write a Job application letter along with a detailed Bio-Data for the post of Sales Manager in Phillips Company Limited, RB Road, Mumbai-10. Qualifications needed are graduate of any discipline with MBA in Sales Management. Good Communication Skills in English and earlier work experience are essential. Apply to the Manager.

OR

You want to buy for your shop electrical appliances like Washing Machines, Toaster, Microwave oven and Refrigerator. Write an enquiry letter to the Manager of Godrej Appliances, Mumbai, making enquiries about the prices, quality, design & other terms of sale. Also Draft a reply from the seller to this enquiry giving the details asked for.

B) Attempt the following Inter-office Correspondence: (Any Two) 08

a) You are the Branch Manager of State Bank of India, Sadar, Nagpur. Write an Inter-office memorandum to all staff about their proper conduct in bank. Point out issues like late reporting, not signing registers, use of office stationery for personal use etc.

b) You are the Administrative Officer of Phillips Co. Ltd. New Delhi. Draft an office order transferring Mr. P. P. Gupta, Accounts Officer in your branch to the Mumbai Branch. He has to join his duties in Mumbai from 1<sup>st</sup> May, 2019.

c) You are the Maintenance officer of Voltas Company Limited, Pune. Write a office circular to all Staff urging them to maintain complete cleanliness in and around the premises of the company.

d) You are the office Manager Mr. Rathi, of Viva Computers Co. Ltd. Write an office note to your secretary Ms. Shiny informing her to cancel your business meetings scheduled on 15<sup>th</sup> May, 2019, as you have other important work.

Q.5 Do as Directed: 04

A) Change the Voice:

- Mohan writes a letter.
- Savita did the work.

- c. I was playing cricket.
- d. The boys were watching a movie.

B) Change the Narration:

04

- a. Meena Said, "I like sweets."
- b. My teacher says, "The Earth is round."
- c. Shyam said to Navin, "I am writing a story."
- d. My Mother said to me, "Will you do the work?"

C) Match the words in column 'A' with their correct Antonym in column 'B'. (Any Four)

04

A	B
a. Deep	i. Pessimist
b. Optimist	ii. Miserly
c. Huge	iii. Lazy
d. Generous	iv. Foolish
e. Diligent	v. Shallow
f. Wise	vi. Tiny

D) Write one word for the following group of words (Any Four)

04

- a. One who draws plans for buildings and looks after their erection.
- b. One who kills animals and sells their flesh.
- c. The Science of life and living things.
- d. The study of the evolution of man.
- e. One who journeys to a holy place.
- f. The Story of a person's life written by himself.

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