

Register Number :

Name of the Candidate :

**5 1 7 1**

**B.B.A. DEGREE EXAMINATION, 2011**

( SECOND YEAR )

( PART - II )

( PAPER - II )

**210. ENGLISH COMPOSITION AND  
BUSINESS CORRESPONDENCE**

*[ Common with B.A.(Business Economics) ]*

December ]

[ Time : 3 Hours

Maximum : 100 Marks

*Answer Section - A and Section -B  
in separate answer books.*

**SECTION - A**

( ENGLISH COMPOSITION ) (50)

I. *Write essays on any TWO of the following in  
about TWO pages each : (2 × 15=30)*

(a) *The Mayor Of Casterbridge* tells the story  
of one man's fall and another man's rise. -  
Discuss.

**Turn Over**

- (b) Examine the theme of “redemption and reconciliation” in *The Mayor Of Casterbridge*.
- (c) Revenge is a moving force behind many of the character’s actions in *Great Expectations*. - Discuss.
- (d) Sketch the character of Pip.

II. Write a precis of the following passage reducing it to ONE-THIRD of its length: (20)

The study of history depends more than any other branch of science or literature on the availability of a large number of books; and the history student nowadays is often discouraged or thwarted by the lack of them, especially of those older authoritative works which have been allowed to go out of print. Even before the War publishers were reluctant to risk reprinting works, often running into several big volumes, for which the demand was uncertain and the cost of production high. During the War, air raids destroyed over a million books in one district of London alone, and reduced to ashes the entire stock of one

- 4. You have received an application for an agency in Chidambaram. There is already a sole agent. Write a tactful letter to the applicant, giving the reason for refusal.
- 5. Draft a short speech of the Chairman of a cotton textile company at its Annual General Meeting.

for, there will be little money left for books. True, there are more public and circulating libraries; but they do not fill the gap, nor do their requirements provide the publishers with sufficient inducement to make older historical works more accessible.

The outlook for the study of history is indeed grave; for deprived of the wealth of past historical writing, the student will be out off from what is surely an indispensable part of this material.

### SECTION - B

*(BUSINESS CORRESPONDENCE)* (50)

*Answer any THREE questions.*

*All questions carry equal marks.*

1. Elucidate the essentials of a good business letter.
2. Write a letter to M/s. Kumar & Sons, intimating the acceptance of their quotations, and the order to be placed within a week.
3. Paramount General Stores, Pune, have not paid long overdue bills inspite of reminders. Write a letter threatening to take legal action.

firm which for generations had specialised in historical works. Since the war, paper has been dear and scarce' the costs of printing and binding have risen sharply; and the demand, though greater, is still not large enough to make worthwhile the re-publication of many books which historians regard as essential.

One reason for this insufficient demand is the disappearance of the private library. Private libraries of many different kinds and sizes were among the best features of the Victorian Age. Few of the dignified and spacious country houses of that period did not boast of a room lined with bookcases, the shelves of which the owner liked to see filled with handsome volumes, even if they seldom opened them. And in many a humble home, it was not uncommon to find well-thumbed copies of the works of Macaulay and Froude and other famous historical writers. But, it seems that in future most people will live in small houses where there is little room for bookshelves; and when the refrigerator, the washing machine and the television set have been paid

**Turn Over**