

Bachelor of Commerce Examination: May – 2023
Distance Education

Day & Date	Semester	Subject Name	Time	Code	Marks
Wednesday 17-05-2023	VI (Fresh/ Repeater)	English C.C. (H.L.)	11:00 AM To 01:30 PM	610601	75

Instruction: Question No 1 is compulsory attempt any 3 out of the rest.

Q.1 a) Mother-daughter relationships in both the stories 'My Beloved Charioteer' and 'Her Mother' are difficult and troubled relationships. Elaborate with examples from both the stories. **15**

OR

b) The society's insistence on making marriage the central pillar in a woman's life is the biggest problem in the life of the women protagonists in 'The First Party' and 'The Meeting'. Explain this with examples from both the stories

Q.2 Write short notes on any two of the following: 20

- a) The hypocrisy of the society in 'The Farewell Party'
- b) Cultural shock in 'The First Party'
- c) The two daughters as portrayed in 'Her Mother'

Q.3 Draft a Report with covering letter on any one of the following: 20

There has been a worker's protest for three days in the factory of Nirlon Plastic Company Ltd. There was some violence and disturbance/ stoppage of work resulting in losses for the company. The CEO has constituted a committee to study the entire issue and provide recommendation to correct the situation and avoid future worker's protest. Draft the report of the committee.

OR

Many complaints have been received from customer about poor services, bad behavior and indiscipline amongst employees of Virar branch of Sunrich Finance Ltd. The General Manager of the company has asked you to investigate the issue fully and provide recommendation to improve the working of the branch. Draft the report.

Q.4 Draft a press release with covering letter on any one of the following: 20

The Axis Bank has achieved the grand feat of opening of its 1000th ATM machine. The 1000th ATM machine (with the latest technology) was inaugurated in Mumbai by Sachin Tendulkar. As PRO of Axis Bank draft a press release to widely publicize this achievement of the bank.

OR

As part of the CSR activity Shreeji Infrastructure Ltd. have constructed a charitable clinic near its office in the city. In this clinic all types of doctors are available and consultation as well as medicine is free. The inauguration of the clinic was done by the Mayor of the city. Draft a press release to inform

all the public regarding this initiative.

Q.5 Draft short notes on any two of the following:

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- a) Definition of public relation and 'Publics' of an organization.
- b) Difference between Internal and external public relation.
- c) Objectives of public relation.