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Register Number:

Name of the Candidate:

B.Sc. DEGREE EXAMINATION, May 2015

(HOTEL MANAGEMENT AND TOURISM)

(SECOND YEAR)

210 : ENGLISH COMPOSITION AND BUSINESS CORRESPONDENCE

(Common with BBA & BMC)

Time: Three hours

Maximum: 100 marks

Answer Section A and Section B in the Same answer booklet

SECTION – A

I. Write an essay on any TWO of the following not less than 250 (2 × 15 = 30) words

1. Describe Pip's encounter with the two convicts and their Influence on his life and fortune.
2. Explain Estella's attitude towards Pip.
3. Write an essay on humour and pathos in Great Expectations.
4. Discuss the role of chance in The Mayor of Casterbridge.

II. Write a Precis of the following passage reducing it to one third of Its length: (20)

The retailer, who determines the final cost of a product and provides the final link between the producer and the consumer, has a key role to play in an economy. He is both a social and economic Institution and irrespective of the quality of a product and the efforts of its producer, it is he who promotes or impedes its sale.

Recently developed 'Marketing concept' therefore, gives the retailer much greater prominence. In appreciation of his role in the smooth flow of goods from farms and factories to the consumer, he is now described as the initial link rather than the final one. It is a pity that retailing in India, because of providing sustenance to the unemployed people, continues to be exploited and undeveloped otherwise, as a result of the development of retail accounting systems of sophisticated inventory and control system, and various aspects of retail management the operational efficiency of retailing Institution has appreciably improved.

SECTION – B**Answer any THREE questions****(50)**

5. Write short notes on Dealer
 - a) Complaints and settlements
 - b) Offers and quotations.
6. Explain the role and importance of confirmation and execution of orders.
7. Explain the role and Importance of Refusal and cancellation of orders.
8. Enumerate the different type of Banking letters with examples.
9. Briefly discuss why it is Important to plan a business letter.

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