

Seat No. : _____

AQ-114

April-2022

B.Com., Sem.-IV

209 : Commercial Communication-IV
(Text : Colours of Life)

Time : 2 Hours]

[Max. Marks : 50

- Instructions :** (1) All Questions in Section-I carry equal marks.
(2) Attempt any **Two** questions in Section-I.
(3) Question-5 in Section-II is **COMPULSORY**.

SECTION – I

(Attempt any **Two** questions from Section-I)

1. (A) Answer any **four** questions in brief : **12**
- (1) What was Hermit's answers to the three questions ?
 - (2) What were Rani Laxmibai's last words ?
 - (3) What was the reason for the king to adopt the son ?
 - (4) How does Subhash Chandra Bose arouse nationalistic feelings among soldiers ?
 - (5) What was the ambition of Subhash Chandra Bose ?
 - (6) What support did Alan get from his parents ?
 - (7) How did Kali show his love for children ?
- (B) Write a short note on any **one** : **8**
- (1) Life of Kali
 - (2) Alan's love for cricket
 - (3) Appropriateness of the title, 'Three Questions'

2. Write a letter to a private company, requesting it for donation to set up a library in slum area of Ahmedabad. 20

OR

Write a letter to a corporate bank to arrange an awareness seminar in your college on digital banking.

3. Write a letter to an agent, offering terms and conditions for an agency of an electronic product. 20

OR

Write a letter to a principal, surrendering the agency of Healthy cycles.

4. (A) Match the following : 12

A

B

- | | |
|-------------------|---------------------------|
| (1) All in all | (a) To make a short visit |
| (2) Child's play | (b) To postpone |
| (3) Now and Then | (c) To collapse |
| (4) To call on | (d) Most important |
| (5) To break down | (e) Occasionally |
| (6) To put off | (f) Easy to perform |

- (B) Give meanings of the following idioms : (Any **Four**) 8

- (1) In a nutshell
- (2) Ifs and buts
- (3) Keep it up
- (4) Beat about the bush

SECTION - II

(Compulsory)

5. Choose the appropriate options : (Any Five)

10

- (1) The hermit lived in a _____.
- (a) hut (b) ashram
(c) temple (d) forest
- (2) The hermit was known for his _____.
- (a) devotion (b) wisdom
(c) love (d) reputation
- (3) Rani Laxmibai was born in _____.
- (a) Agra (b) Vrundavan
(c) Varanasi (d) Gwalior
- (4) Rani's mother called her _____.
- (a) Lado (b) Manu
(c) Rani (d) Sherani
- (5) According to Bose, the price of freedom is _____.
- (a) liberty (b) independence
(c) blood (d) All of the above
- (6) The _____ of Indian independence has been heard.
- (a) drums (b) bugle
(c) trumpet (d) whistle
- (7) A _____ policeman helped Alan.
- (a) Jolly (b) head
(c) senior (d) junior

- (8) The boys gave Alan _____.
- (a) gifts (b) chocolates
(c) crackers (d) None of the above
- (9) _____ were bought by Kali for children.
- (a) sweets (b) ice creams
(c) fruits (d) gifts
- (10) Kali lived with _____.
- (a) friends (b) wife
(c) family (d) two fellow-occupants
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