

Seat No. : _____

JD-105

July-2021

B.Com., Sem.-VI

CC-309 : Commercial Communication

(Text : Gems of Wisdom)

(Old)

Time : 2 Hours]

[Max. Marks : 50

- Instructions :**
- (1) All questions in **Section – I** carry equal marks.
 - (2) Attempt any **two** questions from **Section – I**.
 - (3) Question No. **5** in **Section – II** is **COMPULSORY**.

SECTION – I

1. (A) Answer any **four** questions in brief : **12**
 - (1) How did Hughie Erskine show his reckless generosity ?
 - (2) What arrangements were made to keep the murderer in prison ?
 - (3) Why was George Ramsay in deep gloom ?
 - (4) Why was the cook dismissed from service ?
 - (5) Why was Mathilde unhappy with her life ?

(B) Write a short note on any **one** of the following : **8**

 - (1) The character of Comrade Long-Nose
 - (2) The title of the story – “Too Dear”.
 - (3) George & Tom – A Study in Contrast

2. Write a press report on any **one** : **20**
 - (1) Tragic Train Accident
 - (2) Tsunami
 - (3) Union Budget

3. A committee has been appointed to look in to the causes and remedies of decline in sale of a company manufacturing electronic goods. Prepare the committee's report. **20**

OR

As from the secretary of the company, draft a report on establishing a welfare centre for the employees of the company.

4. (A) Read the following market report and answer the questions that follow : **12**

Sensex soars 1,128 pts over earnings, US vaccine rollout

Stocks of software exporters and banking & financial services companies led the gainers on Tuesday as the Sensex rallied 1,128 points or 2.3% to close above the 50K mark again. Smooth vaccine roll-out in the US that led to new highs for some of the leading indices on Wall Street on Monday, despite rising infection numbers in India, led to strong buying on Dalal Street.

The day's four digit gain was the biggest single-session gain for the sensex in over two months. The rally was also helped by short covering by speculators who rushed to cut their losses after the initial gains in the index.

Questions :

- (1) Which trend does the headline indicate ?
- (2) Which foreign stock exchange is mentioned in the report ?
- (3) What type of a report is this one ?
- (4) Find out two factors responsible for the present trend.

- (B) Match the following : **8**

A	B
(1) Bourse	– Heavy buying
(2) Equities	– A show of interest
(3) Points	– Base value
(4) Blue chips	– Stock Exchange
(5) Initial	– Shares
(6) Inquiry	– Rupees
(7) Face value	– Pivotal
(8) Brisk buying	– Of the beginning

SECTION – II

(Compulsory)

5. Choose the appropriate options : (Any Five)

10

- (1) Who scolded Hughie for giving a sovereign to a beggar ?
(a) Laura (b) Alan Trevor (c) Colonel Merton

- (2) What was the name of the old man that Hughie met at Alan Trevor's studio ?
(a) George Ramsay (b) Baron Hausberg (c) Monsieur Forestier

- (3) What was the sum of the pension that the government offered to the prisoner ?
(a) 300 francs (b) 600 francs (c) 500 francs

- (4) What was the first provision that was taken away from the prisoner as a means of cost cutting ?
(a) Food (b) Clothes (c) Guard

- (5) What tactic did Tom adopt when George Ramsay washed his hands off Tom ?
(a) Blackmailed George
(b) Went out to earn
(c) Borrowed from friends of George

- (6) In the fable, while the ant worked all summer to collect food, what did the grasshopper do ?
(a) Danced all day (b) Slept all day (c) Sing all day

- (7) What was the profession of the owner of the World-Renowned Nose ?
(a) Magician (b) Cook (c) Singer

- (8) Why did the protagonist shut the doors of his house ?
(a) He was taking rest
(b) He was fed up with the people
(c) He was busy

- (9) How much time did it take Mathilde and her husband to pay off their loans ?
(a) One year (b) Twelve years (c) Ten years
- (10) What piece of jewellery did Mathilde choose from the friend's jewel box ?
(a) A diamond necklace (b) A bracelet (c) A locket
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July-2021

B.Com., Sem.-VI

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(Text : Petals of Life)

(New)

Time : 2 Hours]

[Max. Marks : 50

- Instructions :**
- (1) **All** questions in **Section – I** carry equal marks.
 - (2) Attempt any **two** questions from **Section – I**.
 - (3) Question No. **5** in **Section – II** is **COMPULSORY**.

SECTION – I

1. (A) Answer any **four** questions in brief : **12**
 - (1) Why did Pete not tell the Old Gentleman that he had already eaten ?
 - (2) How do people try to hide their fears according to J. Krishnamurti ?
 - (3) Why did the boy begin to forget everything in the school bus ?
 - (4) How did Rakesh take care of his father's diet ?
 - (5) What are the two things that Monsieur Lantin did not like in his wife ?
- (B) Write a short note on any **one** of the following : **8**
 - (1) The surprising ending of the story "The False Gems".
 - (2) Rakesh – as a Devoted Son.
 - (3) J. Krishnamurty's views on real freedom.
2. Write a letter of inquiry on behalf of a foreign importer to an Indian exporter. **20**

OR

Draft a letter on behalf of an Overseas Exporter giving intimation regarding the shipment of Goods.

3. A committee has been appointed to look in to the causes and remedies of decline in sale of a company manufacturing electronic goods. Prepare the committee's report. **20**

OR

As from the secretary of the company, draft a report on establishing a welfare centre for the employees of the company.

4. (A) Read the following market report and answer the questions that follow : **12**

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(8) Brisk buying	–	Of the beginning

SECTION – II
(Compulsory)

5. Choose the appropriate options : (Any Five) 10

- (1) Pete was brought to the two old ladies by :
(a) the old man (b) their servant (c) the restaurant owner
- (2) Pete used to come to Union Square every Thanksgiving Day :
(a) For nine years (b) For six years (c) Since childhood
- (3) The tendency to imitate others destroys our :
(a) Self-confidence (b) Initiative (c) Development
- (4) For people who are inwardly insufficient and empty, _____ matters a great deal.
(a) Purity (b) Devotion (c) Tradition
- (5) In the school bus, someone started to talk about :
(a) Balls (b) Marbles (c) Chess
- (6) On Saturdays, the last hour of school, they used to spend in the :
(a) Library (b) Playground (c) laboratory
- (7) Rakesh's father :
(a) Was a vegetable seller
(b) Owned a grocery store
(c) Worked under a kerosene dealer
- (8) Rakesh's father bribed his grandchild for :
(a) Betel leaf (b) bhujia (c) sweets

(9) Lantim suddenly became rich by :

- (a) Winning a lottery ticket
- (b) Selling his wife's jewels
- (c) Inheriting property

(10) As a desert Rakesh allowed his father to eat :

- (a) halwa
 - (b) kheer
 - (c) laddu
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