

**COMMERCIAL COMMUNICATION - III**

**(Text: Colours of Life) (New Course)**

**Time: 2.00 Hours**

**Total Mark :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**

**(Attempt any TWO questions from section-I)**

**Q.1 (A) Answer any FOUR questions in brief: 12**

- (1) Why was the statue of Happy Prince weeping?
- (2) What happened to the statue when the little Swallow died?
- (3) Why was the boy glad when his father was absent?
- (4) How will Abraham Lincoln's offer help his step-brother?
- (5) What did the grandmother do before she passed away?
- (6) Who helped Jesse Owens during qualifying jumps? How?

**(B) Write short note on any ONE: 08**

- (1) Relationship between the Swallow and the Prince
- (2) The character of the grandmother
- (3) Abraham Lincoln's advice to his brother

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

- (1) Qualities of Good Leaders
- (2) Importance of Time Management
- (3) Business Ethics and Etiquettes

**Q.3 Write a letter to the Manager of Axis Bank, Navrangpura, Ahmedabad intimating him about the loss of your Debit Card. 20**

**OR**

On behalf of an account holder to the Manager of SBI Bank, Naroda Branch, Ahmedabad requesting him to stop the payment of a cheque.

**Q.4 Do as Directed: 14**

**(A) Match the following:**

- | <b>A</b>          | <b>B</b>                |
|-------------------|-------------------------|
| (1) Extempore     | (a) Coward              |
| (2) Autobiography | (b) Against the law     |
| (3) Eternal       | (c) Calm state of mind  |
| (4) Amicable      | (d) Immortal            |
| (5) Illegal       | (e) Story of one's own  |
| (6) Equanimous    | (f) Pleasant            |
| (7) Timid         | (g) Without preparation |

- (1) Glutton
- (2) Biography
- (3) Bakery
- (4) Contagious
- (5) Illiterate
- (6) Ecology

**SECTION - II(Compulsory)**

**Q.5 Choose the appropriate options for the following: (Any FIVE) 10**

- (1) Lincoln's brother wanted to borrow \_\_\_\_ dollars.  
(a) eighty (b) hundred (c) thousand (d) ninety
- (2) The grandmother fed \_\_\_\_\_ in the city.  
(a) dogs (b) cats (c) Sparrows (d) fish
- (3) Jesse Owens participated in \_\_\_\_\_ event.  
(a) swimming (b) high jump (c) long jump (d) track and field
- (4) The Swallows went to \_\_\_\_\_ for the winter.  
(a) Asia (b) Egypt (c) Jordan (d) Tel Aviv
- (5) The father worked as a \_\_\_\_\_ in a drugstore.  
(a) night watchman (b) pharmacist (c) night porter (d) cashier
- (6) The eyes of the statue were made of rare \_\_\_\_\_.  
(a) rubies (b) topaz (c) sapphires (d) emerald
- (7) The boat was \_\_\_\_\_ in colour.  
(a) white (b) grey (c) green (d) brown
- (8) Lincoln calls his brother \_\_\_\_\_.  
(a) lazy (b) selfish (c) an idler (d) hard working
- (9) The grandmother accepted her seclusion with \_\_\_\_\_.  
(a) happiness (b) anger (c) resignation (d) complaints
- (10) Jesse Owens won \_\_\_\_\_ gold medals at the Olympics.  
(a) five (b) four (c) three (d) one

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