Seat No. : _____

[Max. Marks : 70

MO-114

March-2019

B.Com., Sem.-IV

Commercial Communication – IV (Text : The Colors of the Life) (New)

Time: 2:30 Hours]

Instruction : Figures to the right side indicate marks.

(A) (B)	 Where does the king go to seek answers to his questions ? Why ? What did Laxmibai's horoscope reveal ? What preparation does Bose talk about ? How did the Jolly policeman help the old man and Alan ? Why did Kali admire and worship children ? 						
Act.							
Draf	t a let	ter to a corporate hospital		nize a free medical checkup in your area.			
for a	u declin	ne in sales. OR			17		
Do a	as dire	cted :			19		
(A)	Mate	the following :					
	 (1) (2) (3) (4) (5) (6) 	A To bring up Keep it up To call off By leaps and bounds To pass away All in all	 (a) (b) (c) (d) (e) (f) 	B To continue with a good performance To cancel On a sudden impulse To rear Whole and sole To die			
	(B) Writ Act. Draf Writ for a On Do a	(1) (2) (3) (4) (5) (B) Write (1) (2) (3) Write a le Act. Draft a lett Write a le for a declin On behalf Do as dire (A) Matc (1) (2) (3) (4) (5)	(1) Where does the king go (2) What did Laxmibai's ho (3) What preparation does E (4) How did the Jolly police (5) Why did Kali admire an (B) Write short note on any one of (1) Subhash Chandra Bose's (2) Title – <i>Playing the Gam</i> (3) Laxmibai Write a letter to the Karnavati Uni Act. Draft a letter to a corporate hospital Write a letter on behalf of Maan T for a decline in sales. OR On behalf of the Principal, draft a letter Do as directed : (A) Match the following : A (1) To bring up (2) Keep it up (3) To call off (4) By leaps and bounds (5) To pass away	 (1) Where does the king go to seek (2) What did Laxmibai's horoscope (3) What preparation does Bose tall (4) How did the Jolly policeman he (5) Why did Kali admire and worsh (B) Write short note on any one of the fol (1) Subhash Chandra Bose's addres (2) Title – <i>Playing the Game</i> (3) Laxmibai Write a letter to the Karnavati University Act. OR Draft a letter to a corporate hospital to orga Write a letter on behalf of Maan Traders, for a decline in sales. OR On behalf of the Principal, draft a letter ter Do as directed : (A) Match the following : A (1) To bring up (a) (2) Keep it up (b) (3) To call off (c) (4) By leaps and bounds (d) (5) To pass away 	 (1) Where does the king go to seek answers to his questions ? Why ? (2) What did Laxmibai's horoscope reveal ? (3) What preparation does Bose talk about ? (4) How did the Jolly policeman help the old man and Alan ? (5) Why did Kali admire and worship children ? (B) Write short note on any one of the following : (1) Subhash Chandra Bose's address to the soldiers (2) Title – <i>Playing the Game</i> (3) Laxmibai Write a letter to the Karnavati University to sponsor a seminar for awareness of RTI Act. OR Draft a letter to a corporate hospital to organize a free medical checkup in your area. Write a letter on behalf of Maan Traders, Motera, Ahmedabad explaining the reasons for a decline in sales. OR On behalf of the Principal, draft a letter terminating an agency. Do as directed : (A) Match the following : (A) By leaps and bounds (G) On a sudden impulse (A) By leaps and bounds (G) To rear (S) To pass away (E) Whole and sole 		

(B)	Give	e meanings of the following idioms :										
	(1)	A hue and cry										
	(2)	Beat about the bush										
	(3)	Himalayan task										
(C)	Cho	ose the appropriate option :										
	(1)	What was the original name of Laxmibai ?										
		(a)	Manikarnika	(b)	Maniratna	(c)	Manidevi					
	(2)) The ambition of Subhash Chandra Bose was										
		(a)	to train soldiers									
		(b)	to defeat the army									
		(c) to equip an army to capture freedom										
	(3)	Alan was a lover of										
		(a)	films	(b)	sports	(c)	books					
	(4) What did Kali buy for the children ?											
		(a)	Sweets	(b)	Pencils	(c)	Toys					
	(5) The Hermit lived in a/the											
		(a)	Tent	(b)	Hut	(c)	Ashram					
(D)	State whether the following statements are TRUE or FALSE :											
	(1) The king easily recognised his enemy the wounded man.											
	(2)	(2) Laxmibai was brave even when she was a child.(3) The price of freedom is blood according to Bose.										
	(3)											
	(4)	Alan did not like helping the old man.										

(5) Kali wished he had gone to the school.

Seat No. : _____

[Max. Marks: 70

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MO-114

March-2019

B.Com., Sem.-IV

Commercial Communication – IV (Text : The Vignettes of Life) (Old)

Time : 2:30 Hours]

Instruction : Figures to the right side indicate marks.

1. (A) Write brief answers of any **three** of the following :

- (1) Why was the grandfather chosen to serve on the committee ?
- (2) On the way, back from the town, what did Khanna's father do?
- (3) What are Taipan's retirement plans?
- (4) What made Khanna develop a strange disease a burning sensation in his feet ?
- (5) What according to the clergyman is the best thing that can befall a man in the story 'Luck' ?
- (B) Write short note on any **one** of the following :
 - (1) Kondiah : The Grain Merchant.
 - (2) Taipan a story of overweening ambition.
 - (3) Evaluate Scoresby's character
- 2. Discuss in detail Personal barriers to Communication.

OR

Write a note on Downward Communication. Point out its objectives, advantages and limitations.

3. Write a letter on behalf of The Earth Sales Agency to its Principal giving suitable explanation for decline in sales. 17

OR

Draft a letter on behalf of the Principal offering terms and conditions for its agency.

4. (A) Draft a circular informing your customers the shifting of your firm to another premises. 10

OR

Draft a circular letter to inform your dealers about intimating the dismissal of an employee.

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P.T.O.

(B) Match the following :

A

(1) To set off (a)

(2) At the spur of the moment

- (3) To get along with
- (4) Himalayan task
- (5) In a nutshell
- (6) To abide by
- (C) Give meaning of the following :
 - Heaven knows (1)
 - Not to be on speaking terms (2)
 - (3) Beat about the bush

B

- Very rapidly
- (b) To start
- Huge task (c)
- To adjust (d)
- To follow the rule (e)
- Briefly (f)

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