

Seat No. : _____

MO-114

March-2019

B.Com., Sem.-IV

Commercial Communication – IV

(Text : The Colors of the Life)

(New)

Time : 2:30 Hours]

[Max. Marks : 70

Instruction : Figures to the right side indicate marks.

1. (A) Write brief answers of any **three** of the following : 9
- (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 : 8
- (1) Subhash Chandra Bose's address to the soldiers
 - (2) Title – *Playing the Game*
 - (3) Laxmibai

2. Write a letter to the Karnavati University to sponsor a seminar for awareness of RTI Act. 17

OR

Draft a letter to a corporate hospital to organize a free medical checkup in your area.

3. Write a letter on behalf of Maan Traders, Motera, Ahmedabad explaining the reasons for a decline in sales. 17

OR

On behalf of the Principal, draft a letter terminating an agency.

4. Do as directed : 19
- (A) Match the following :

- | A | B |
|-------------------------|-----------------------------------------|
| (1) To bring up | (a) To continue with a good performance |
| (2) Keep it up | (b) To cancel |
| (3) To call off | (c) On a sudden impulse |
| (4) By leaps and bounds | (d) To rear |
| (5) To pass away | (e) Whole and sole |
| (6) All in all | (f) To die |

(B) Give meanings of the following idioms :

- (1) A hue and cry
- (2) Beat about the bush
- (3) Himalayan task

(C) Choose 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) Laxmibai was brave even when she was a child.
 - (3) The price of freedom is blood according to Bose.
 - (4) Alan did not like helping the old man.
 - (5) Kali wished he had gone to the school.
-

Seat No. : _____

MO-114

March-2019

B.Com., Sem.-IV

Commercial Communication – IV

(Text : The Vignettes of Life)

(Old)

Time : 2:30 Hours]

[Max. Marks : 70

Instruction : Figures to the right side indicate marks.

1. (A) Write brief answers of any **three** of the following : **9**
- (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 : **8**
- (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. **17**
- 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.

(B) Match the following :

6

A

B

- | | |
|-------------------------------|------------------------|
| (1) To set off | (a) Very rapidly |
| (2) At the spur of the moment | (b) To start |
| (3) To get along with | (c) Huge task |
| (4) Himalayan task | (d) To adjust |
| (5) In a nutshell | (e) To follow the rule |
| (6) To abide by | (f) Briefly |

(C) Give meaning of the following :

3

- (1) Heaven knows
 - (2) Not to be on speaking terms
 - (3) Beat about the bush
-