

Seat No. : _____

NL-103

November-2013

T.Y. B.Com. (Sem.-V)

304 : Commercial Communication – V

Time : 3 Hours]

[Max. Marks : 70

1. (a) Answer any **four** questions in brief : **12**
- (1) What kind of nature did the Princess have ? Whom did she love ?
 - (2) Why did Della want to save money ? How did she save money ?
 - (3) Describe in brief the sniper's ruse to kill the other sniper.
 - (4) What did the sniper do to satisfy his curiosity at the end of the story ?
 - (5) How did the black boy win his right to the streets of Memphis ?
 - (6) Why did the astrologer run from his village ?
- (b) State whether the following statements are **true** or **false** : **2**
- (1) The Republican sniper realizes that the enemy he killed was his own brother.
 - (2) Jim bought the Christmas gift for Della by selling his wedding ring.
2. (a) Write a short note on any **one** : **8**
- (1) The character of the Black Boy.
 - (2) The title for this story – *The Gift of the Magi*.
 - (3) The character of the Republican sniper
- (b) Choose the appropriate options : **6**
- (1) What was the name of the passer-by ?
(a) Guru Nayak (b) Jay Nayak (c) Ram Nayak
 - (2) What gift did Della's husband buy for her ?
(a) A gold chain
(b) Pure tortoise-shell combs
(c) A heart-shaped pendant
 - (3) What did the black boy's mother give him on his third visit to the store ?
(a) Money
(b) Money and a note
(c) Money, a note and a stick
 - (4) What lent an interest to the day of trial on the part of the onlookers ?
(a) Element of uncertainty
(b) Element of humour
(c) Element of comedy

- (5) Where was the sniper hit ?
 (a) In his left forearm
 (b) In his right forearm
 (c) In his forehead
- (6) In the story – *The Gift of the Magi*, the ‘babe in the manger’ is a reference to
 (a) A baby boy (b) Buddha (c) Christ

3. Write a simple questionnaire on any **one** : 14
 (1) Lifestyle and Socio-economic conditions of Primary School Teachers.
 (2) College students’ views on study habits.
 (3) Consumers’ Preference for a Mobile Phone.

4. You intend to take a life insurance policy from Life Insurance Corporation of India, Isanpur Branch, Ahmedabad – 382443. Write a letter to the company soliciting information about various life insurance policies. 14

OR

You would like to surrender the life insurance policy you have bought from an insurance company. Write a letter to the company inquiring about the surrender value of your life insurance policy.

5. (a) Read the following passage and select the correct options : 7
 (N.B. : Write the answers only instead of reproducing the whole passage)

Siddhartha ___ (1) ___ the son of the king of Kapilavastu, near Nepal. His mother ___ (2) ___ when he was seven days old. His father brought him ___ (3) ___ in great luxury and built three ___ (4) ___ for him, one for the winter, one for the summer and one for the rainy season. He also gave him all the pleasures and games that a young prince could have. His father did not want him to see the sadness of life. But Siddhartha was a thinker. When he was quite young, he began ___ (5) ___ difficult questions. In order to fill his mind with other things, his father married him to his lovely cousin, Yashodhara. One day as he ___ (6) ___ out in his chariot, Siddhartha saw a wrinkled old man, Another day he went out and saw a sick man. Still another day he saw a funeral. He was filled with great pity. And he cried out : “ ‘Shame then on life !’ After some days Siddhartha saw a *sadhu* with a radiant face and he decided to become a *sadhu*. One night when everyone had gone to sleep that night, he got up and decided to depart. He went ___ (7) ___ his wife’s room. She was asleep, with her arm around the baby, Rahul. He tenderly kissed both his beloved ones and went towards the Himalayas and started his meditation. Soon he saw light. He had a vision of the truth. He felt at peace with the world and became the **BUDDHA**.

- Blank 1 : (a) was (b) is (c) has (d) had
 Blank 2 : (a) dyed (b) died (c) dies (d) dyes
 Blank 3 : (a) by (b) on (c) up (d) into
 Blank 4 : (a) placeless (b) placing (c) palace (d) palaces
 Blank 5 : (a) to ask (b) asks (c) asked (d) ask to
 Blank 6 : (a) is riding (b) was riding (c) were riding (d) will be riding
 Blank 7 : (a) on (b) above (c) into (d) by

(b) Do as directed :

(1) Match the following :

A

Ad hoc

Caveat emptor

Front à front

Mala fide

B

Face to Face

In bad faith

For a particular purpose

Let the buyer beware

(2) Give meanings of the following :

Bonafide

Per capita

Ultimo
