

Seat No. : _____

JD-122

January-2016

B.Com., Sem.-VI

CC-309 : Commercial Communication-VI

Time : 3 Hours]

[Max. Marks : 70

1. (A) Answer any **four** questions in brief : **12**
- (1) Why did Alan Trevor like Hughie Erskine ?
 - (2) What was the colonel's condition for Hughie to get married ?
 - (3) What were the different kinds of tax that were levied on the people of Monaco ?
 - (4) Why does George help Tom at first ? Why does he wash his hands of Tom then ?
 - (5) What was the doctors' unanimous verdict about the Long-nosed one ? What did the President do then ?
 - (6) How did Mathilde react on reading the invitation card ?
- (B) State whether the following statements are True or False. **2**
- (1) The President appointed Long-Nose as the Chief of Army.
 - (2) Tom had abandoned his wife and children to lead a life that he would enjoy.
2. (A) Write a short note on any **one** : **8**
- (1) The Kingdom of Monaco
 - (2) The Character of Tom Ramsay
 - (3) The World-Renowned Nose- a Satire on the Psychology of the Masses.

(B) Choose the appropriate options :

- (1) What profession did Alan Trevor belong to ?
 (a) Painter (b) Singer (c) Photographer
- (2) How many men made up the Monaco army ?
 (a) Twenty (b) Fifty (c) Sixty
- (3) What was the first provision that was taken away from the prisoner as a means of cutting cost ?
 (a) Dismiss the guard
 (b) Banned food
 (c) Stopped providing clothes
- (4) At what age did George Ramsay plan to retire ?
 (a) Sixty (b) Sixty-two (c) Fifty-five
- (5) How old was the owner of the world-renowned nose when the story began ?
 (a) Twenty-four years of age
 (b) Twenty years of age
 (c) Twenty-two years of age
- (6) What piece of jewellery did Mathilde choose from her friend's jewel box ?
 (a) A bracelet
 (b) A diamond necklace
 (c) A locket

3. Write a press report on any **one** :

14

- (1) A Collision of Two Buses
- (2) A Devastating Flood
- (3) Swine Flu Breakout in India

4. On behalf of the Secretary of a company, write a suitable report on the prospect of establishing a Welfare Centre for the employees of the company.

14

OR

A committee has been appointed to inquire into the Demands and Grievances of the Workers of the factory. Draft the Committee's report suggesting the remedies.

5. (A) Read the following market report carefully and answer the questions that follow it :

14

Sensex rises to 28k on FII push

Strong foreign fund buying lifted the Sensex to a new high in Wednesday's trades and the benchmark index closed above the 28k mark for the first time. During the day, the benchmark Sensex rose to an all-time high at 28, 126, but profit taking pulled it down and it closed at 28,009, up 99 points on the day. ON the NSE, the Nifty too rose above the 8,400 points levels for the first time ever and closed at 8,383, with a small gain of 21 points. The day's rally also added about ₹ 30,000 crore to investors' wealth with BSE's market capitalization now at ₹ 98.3 lakh crore, also a new record high. Market analysts' expectation that the RBI may cut rates in its policy meeting in April is also driving up the market. Other than the local factors, a host of global factors like expansion of Japan's easy money policy and falling crude oil prices are also helping the market to make fresh highs, brokers said. Market players said that the two important economic data, consumer inflation rate and industrial output, both of which came after the markets closed, could prompt further rally on Thursday as both the data showed encouraging trends for the economy.

Questions :

- (1) Which trend is indicated by the headline ? Quote the word indicating the trend.
- (2) Which global factors are helping the market to make fresh highs ?
- (3) What type of a report is this – daily or weekly ?
- (4) Find out the previous closing of the following :

Sensex, Nifty

(B) Do as directed :

6

(1) Explain the following terms :

(a) Correction (b) Bourse

(c) Intra-day (d) Points

(2) Give full forms of the following :

(a) FIIs (b) PSU
