

Seat No. : _____

OD-301

October-2021

B.Com., Sem.-VI

CC-309 : Commercial Communication – VI

(Text : Petals of Life)

(NEW)

Time : 2 Hours]

[Max. Marks : 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

1. (A) Answer any **FOUR** questions in brief : **12**
 - (1) Why did Pete not tell the Old Gentleman that he had already eaten ?
 - (2) How does fear affect our way of living ?
 - (3) Why did the boy like Saturday ?
 - (4) Describe in brief the professional success of Rakesh.
 - (5) What kind of person was Monsieur Lantin's second wife ?
- (B) Write a short note on any **ONE** : **8**
 - (1) J. Krishnamurti's views on real freedom
 - (2) Significance of the title – *Let's Go home*
 - (3) The Character of Varma
2. Write any **ONE** letter from the following : **20**
 - (1) On behalf of Foreign Importer, write a letter of inquiry to an Indian exporter.
 - (2) As an Indian Importer, intimate to an Exporter for the opening of an irrevocable letter of credit.

3. Write any **ONE** report from the following : **20**
- (1) Draft an individual business report on establishing a Welfare Centre for the employees of the company.
 - (2) Draft a Committee report on taking over an Industrial Unit.

4. (A) Read the following market report and answer the questions that follow : **12**

EQUITIES BOUNCE BACK ON DALAL STREET

Equities prices bounced back on the local share market today recovering handsome gains on unabated support from financial institutions, announcement of the new Exim Policy by the BJP government and persistent inquiries. The operators conveniently ignored the discouraging advices from upcountry exchanges. Thanks to the large scale support by the institutional support. The unnerving bear hammering and unabated long liquidation, which had gripped the market during the few days, seemed to have been effectively arrested.

The Steel recovered from 190.75 to 199.50 on heavy institutional support before finishing at ₹ 193.75 gaining four points. TELCO also moved up to ₹ 421.5 on speculative support, reacting thereafter on profit taking to close at ₹ 419 with small gain of one point. Century from ₹ 6105 rose sharply to ₹ 6,125 on fresh support before setting at ₹ 6,118. In kerb deal, trading activity was negligible and remained restricted to some deals in TISCO. The cash section too displayed a positive outlook.

QUESTIONS :

- (1) Identify the stock market from the headline.
 - (2) Does the headline speak about the downward trend ? How do you say so ?
 - (3) Find out the principal factors responsible for the prevailing trend.
 - (4) Which particular sentiment was dominant during the past few days ?
- (B) Match the following : **8**

| A | B |
|-----------------|--|
| (1) Bourse | during day |
| (2) Blue chip | sharp fall of equity market |
| (3) Equities | French word for Stock Exchange |
| (4) Fluctuation | shares of leading companies |
| (5) Gray market | shares |
| (6) Intra-day | purchase of shares with hope of high profit |
| (7) Correction | unofficial market |
| (8) Speculation | constant changes in the prices of the shares |

- (9) Monsieur Lantin suddenly became rich by
- (a) selling his wife's jewels.
 - (b) winning a lottery ticket.
 - (c) inheriting property from his father.
- (10) Monsieur Lantin had fallen in love with a girl who was the
- (a) daughter of a clergyman.
 - (b) daughter of a vicar.
 - (c) daughter of a provincial tax collector.
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OD-301

October-2021

B.Com., Sem.-VI

CC-309 : Commercial Communication

(Text : Gems of Wisdom)

(OLD)

Time : 2 Hours]

[Max. Marks : 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

1. (A) Answer any **FOUR** questions in brief : **12**
 - (1) Why did Alan Trevor like Hughie ?
 - (2) Why did the council decide to dismiss the guard ?
 - (3) How does Tom blackmail his brother ?
 - (4) Describe in brief the political controversies created by the Long-Nose.
 - (5) How did Mathilde react on reading the invitation card ?
- (B) Write a short note on any **ONE** : **8**
 - (1) Tom Ramsay
 - (2) The title of the story “*The World- Renowned Nose*”
 - (4) The Character of Mathilde
2. Write a press report on any **ONE** : **20**
 - (1) Bus Accident
 - (2) A Flood
 - (3) COVID-19

3. Write any **ONE** report from the following : **20**
- (1) On behalf of the Company Secretary, draft a report on opening a Sales Depot of the company.
 - (2) Draft a Committee report on Demands and Grievances of the workers.

4. (a) Read the following market report and answer the questions that follow : **12**

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SECTION – II

5. Choose the appropriate options : (any **FIVE**) **10**
- (1) What was the name of the old man that Hughie met at Trevor’s studio ?
(a) Baron Hausberge (b) George (c) Martin
- (2) What was the amount of money the colonel asked Hughie to earn before Hughie could marry his daughter ?
(a) Three thousand pounds
(b) Thirty thousand pounds
(c) Ten thousand pounds
- (3) Where is the kingdom Monacon located ?
(a) In France
(b) In Italy
(c) Near the borders of France and Italy
- (4) Why did Tom go to the prison ?
(a) He had murdered a man
(b) He cheated a man and the person was vindictive
(c) He embezzled funds from his employer
- (5) What was the name of the technicolour feature film that the protagonist acted in ?
(a) The Human Nose
(b) The Nose and the Submarine
(c) The Human Submarine
- (6) What title did the Government bestow upon the protagonist ?
(a) ‘Chief among the long-nosed ones’
(b) ‘Long-nosed wonder boy’
(c) ‘Comrade Long-Nose’
- (7) What was the amount that Mathilde quoted for a new dress ?
(a) Four hundred francs
(b) Three hundred francs
(c) Seven hundred francs

- (8) The author compares Tom as a _____.
- (a) Spiderman (b) Grasshopper (c) Ant
- (9) What did the prisoner do with the land he bought from the money he received ?
- (a) Started market-gardening
(b) Lost in gaming house
(c) Left it barren and went away
- (10) According to the narrator, how long had Tom Ramsay been a sore trial for ?
- (a) Five years (b) Twenty years (c) Ten years
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