

May- 2021

B.Com., Semester – IV

Commercial Communication – IV

[Text: Vignettes of Life]

(Old Course)

[Time: **2 Hours**]

[Total 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

[Attempt any **TWO** questions from Section – I]

1. [A] Answer any **four** questions in brief: 12

- (1) Who were the members of the Temple Construction Committee?
- (2) Give a brief description of Radhey Mohan's appearance and profession.
- (3) Why is Taipan reluctant to visit England?
- (4) Why did the clergyman want to accompany Scoresby?
- (5) Describe the physical appearance of the grain merchant.

[B] Write a short note on any **ONE**: 08

- (1) Character sketch of Kondiah
- (2) The Father and the Son: a compare-contrast
- (3) Scoresby's sudden rise to success

2. Write a detailed note on Physical Barriers. 20

OR

Explain in detail the meaning of Downward Communication and write a note on its advantages and limitations.

3. On behalf of an agent, write a letter to the principal giving satisfactory explanation for a Decline in Sales. 20

OR

As a principal, write a letter to a business firm offering an agency of home appliances for Ahmedabad district.

4. [A] Match the following: 12

A

- (1) A hue and cry
- (2) Child's play
- (3) Fleet of foot
- (4) To cure of
- (5) To break out
- (6) To give up

B

- Quick in action
- To get well
- Start suddenly
- An easy task
- To leave
- Loud public protest

[B] Give meanings of the following idioms: [Any Four] 08

- (1) As busy as a bee
- (2) In a nutshell
- (3) Sailing in the same boat
- (4) Himalayan task
- (5) At the eleventh hour
- (6) On the top of the world

Section- II [Compulsory]

5. Choose the appropriate options: [Any Five]

10

(1) Sumitra's grandfather was a _____ in school.

(a) principal (b) teacher

(c) peon (d) trustee

(2) There were _____ members in the Temple Construction Committee.

(a) two (b) four

(c) six (d) eight

(3) Dr. Khanna was a _____ at the Wisconsin University.

(a) teacher (b) psychiatrist

(c) Vice Chancellor (d) physicist

(4) Dr. Khanna had been on a trip of _____ weeks to India,

(a) four (b) two

(c) five (d) seven

(5) _____ wrote Taipan.

(a) William Wordsworth (b) W.S. Maugham

(c) Thomas Hardy (d) Ranga Rao

(6) Scoresby had taken part in _____.

(a) World War -I (b) World War -II

(c) Crimean War (d) Black War

(7) The visit of _____ had changed the life of Taipan.

(a) London (b) hospital

(c) restaurant (d) cemetery

(8) 'Luck' is a short story by _____.

- (a) Mark Twain (b) T.S. Eliot
(c) R.K. Narayan (d) None of the above

(9) Kondiah said that the wedding-hall should be named after his _____.

- (a) father (b) mother
(c) grandfather (d) wife

(10) Which gift of Dr. Khanna was liked most by women?

- (a) suits (b) record players
(c) razors (d) neck-ties

May- 2021

B.Com., Semester – IV

Commercial Communication – IV

[Text: Colours of Life]

(New Course)

[Time: **2 Hours**]

[Total 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

[Attempt any **TWO** questions from Section – I]

1. [A] Answer any **four** questions in brief: 12

- (1) Why did the king wear simple clothes when he went to meet the hermit?
- (2) How did Laxmibai spend her time initially?
- (3) What, according to Subhas Chandra Bose, is the ultimate price of freedom?
- (4) Who did Alan meet on his way to the match? How did Alan help him?
- (5) Who were the fellow occupants in Kali's pyol?

[B] Write a short note on any **ONE**: 08

- (1) The King and the hermit
- (2) Subhas Chandra Bose's address to the soldiers
- (3) The life of Kali as a labourer

2. Write a letter to an MNC to set up a Children Park in your area. 20

OR

Write a letter to a Corporate Hospital to organise a Free Medical Check-up Camp,

3. On behalf of a business firm, write a letter to Samsung India Ltd., applying for an agency of Ahmedabad district for TV sets. 20

OR

As a principal, write a letter to an agent reprimanding him for a Decline in Sales.

4. [A] Match the following: 12

A	B
(1) Born with a silver spoon	To die
(2) Child's play	To postpone
(3) Heaven knows	Start suddenly
(4) To put off	Born rich
(5) To break out	An easy task
(6) To pass away	Unknown fact

[B] Give meanings of the following idioms: [Any Four] 08

- (1) As busy as a bee
- (2) In a nutshell
- (3) Now and then
- (4) Himalayan task
- (5) At the spur of the moment
- (6) By hook or by crook

Section- II [Compulsory]

5. Choose the appropriate options: [Any Five]

10

(1) The story 'Three Questions' reveals the importance of the_____

- (a) future in life (b) past in life
(c) present in life (d) anytime in life

(2) The King saved the life of the bearded man who turned out to be his _____.

- (a) friend (b) enemy
(c) soldier (d) loyal servant

(3) Laxmibai's father was a / an_____ in the King's court.

- (a) courtier (b) advisor
(c) jester (d) army general

(4) What was the original name of Laxmibai?

- (a) Maniratna (b) Manikarnika
(c) Manikumari (d) Manidevi

(5) _____ played instead of Alan.

- (a) Harry Bloom (b) Horace Bloom
(c) Harold Banks (d) Harold Blossom

(6) Alan loved playing _____ .

- (a) football (b) tennis
(c) rugby (d) cricket

(7) The soldiers have taken _____ to fight the enemy.

- (a) oath (b) arms
(c) skills (d) allies

(8) Freedom can never be had by _____ .

(a) fighting (b) begging

(c) debates (d) giving

(9) The hum emanating from the yellow building was _____ to his ears.

(a) disturbing (b) confusing

(c) music (d) scary

(10) The aroma of spices roasting in ghee reminded Kali of the _____ .

(a) Great Mahatma Hotel (b) Great Maharashtra Hotel

(c) Great Hotel (d) Great Maratha Hotel
