

Seat No. : _____

JH-126

January-2021

B.Com, Sem.-III

Commercial Communication – III

(Text : Colours of Life)

(New Course)

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 **V** in **Section – II** is **Compulsory**.

Section – I

(Attempt any two questions from Section – I)

1. (A) Answer any **four** questions in brief : **12**
 - (1) What did the Happy Prince ask the Swallow to do ?
 - (2) How did the mother describe the boat ?
 - (3) What did Abraham Lincoln promise to his step brother ?
 - (4) How did the grandmother spend her time at the new place ?
 - (5) What made Jesse Owen an angry athlete ?

- (B) Write a short note on any **one**. **8**
 - (1) Richard Wright's experience of hunger.
 - (2) Khushwant Singh's grandmother.
 - (3) Friendship between Jesse and Luz Long.

2. Write short notes on any **two** of the following : **20**
- (1) Presentation skills
 - (2) Negotiations skills
 - (3) Business ethics

3. Draft a letter requesting the Bank Manager to stop payment of a cheque. **20**

OR

Draft a letter to your Branch Manager intimating him the loss of an ATM card.

4. (A) Match the following : **14**

| A | B |
|-----------------|------------------------------------|
| (1) Inaudible | The scientific study of birds |
| (2) Illegible | Able to bend easily |
| (3) Obsolete | Unable to be heard |
| (4) Ornithology | No longer in use |
| (5) Timid | Which cannot be read |
| (6) Contagious | Shy |
| (7) Flexible | Something which spreads by contact |

- (B) Give meaning of any **three** of the following words : **6**

- (1) Honorarium
- (2) Eternal
- (3) Anonymous
- (4) Autobiography
- (5) Emigrant
- (6) Pessimist

Section – II
(Compulsory)

5. Choose the appropriate options (any **five**) :

10

- (1) The friends of the little Swallow had reached _____ six weeks ahead of him.
(a) Africa (b) India
(c) Egypt (d) America
- (2) According to the Swallow, _____ is the brother of sleep.
(a) happiness (b) death
(c) nap (d) dream
- (3) The boat was _____ in colour.
(a) white (b) green
(c) blue (d) red
- (4) The name of the boat was _____.
(a) Kristin Adams (b) Kathy Bates
(c) Karl Adams (d) Kate Adams
- (5) Lincoln's letter to John D Johnston was dated January 02, _____.
(a) 1861 (b) 1851
(c) 1850 (d) 1875
- (6) Lincoln calls his brother _____.
(a) kind (b) lazy
(c) an idler (d) hard working
- (7) The grandmother spent her days in the city sitting by _____.
(a) temple (b) fire
(c) river (d) the spinning-wheel
- (8) The grandmother carried stale chappatis to school to feed _____.
(a) the children (b) the author
(c) the village dogs (d) None of these

- (9) Jesse Owens participated in _____ event.
- (a) long jump
 - (b) swimming
 - (c) wrestling
 - (d) None of these
- (10) _____ was angry because Owens won the broad-jump event.
- (a) Abraham
 - (b) Hitler
 - (c) Donald
 - (d) David
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January-2021

B.Com, Sem.-III

Commercial Communication – III

(Text : Vignettes of Life)

(Old Course)

Time : 2 Hours]

[Max. Marks : 50

- Instructions :** (1) All Questions in **Section – I** carry equal marks.
(2) Attempt any **TWO** questions in **Section – I**.
(3) Question **V** in **Section – II** is **Compulsory**.

Section – I

(Attempt any two questions from Section – I)

1. (A) Answer any **four** questions in brief : **12**
- (1) How does Dmitritch propose to spend the money ?
 - (2) Why did Lantin's wife cherish the morocco box so much ?
 - (3) Why did Ha'penny suddenly fall ill ?
 - (4) Who were Subha's friends ?
 - (5) What was the wonderful sight seen by the Giant ?
- (B) Write a short note on any **one**. **8**
- (1) The surprise ending of the story – 'the Jewellery'
 - (2) The last days of Ha'penny
 - (3) The character sketch of Subha

2. As a customer, draft a letter to the Bank Manager complaining about wrongful dishonour of a cheque. 20

OR

Draft a letter to your Branch Manager intimating the loss of a Credit Card.

3. As a shareholder of Tata Industries Ltd., write a letter to the Secretary expressing your deep concern about declining profits of the company. 20

OR

As a company Secretary, write a suitable reply to the shareholder for non-credit of Dividend.

4. (A) Match the following : 14

| A | B |
|-----------------|--------------------------------------|
| (1) Illiterate | one who gives life for noble cause |
| (2) Gullible | one who does not drink alcohol |
| (3) Vegetarian | one who is not able to read or write |
| (4) Pseudonym | innocent |
| (5) Martyr | one who believes in luck |
| (6) Teetotaller | pen name |
| (7) Fatalist | one who does not eat meat |

- (B) Give meaning of any **three** of the following words : 6

- (1) Biography
- (2) Flexible
- (3) Impossible
- (4) Maiden
- (5) Netiquette
- (6) Teenager

Section – II
(Compulsory)

5. Choose the appropriate options (any **five**) :

10

- (1) What was the annual income of Ivan Dmitritch ?
 - (a) Fifteen hundred
 - (b) Twelve hundred
 - (c) Twenty hundred
 - (d) Ten hundred

- (2) Ivan Dmitritch's wife's name is _____.
 - (a) Masha
 - (b) Natasha
 - (c) Mala
 - (d) Basha

- (3) M. Lantin was _____ in the office of the Minister of the Interior.
 - (a) a manager
 - (b) an accountant
 - (c) a watchman
 - (d) a chief clerk

- (4) What was the price of the necklace ?
 - (a) Twenty thousand francs
 - (b) Thirty thousand francs
 - (c) Twenty five thousand francs
 - (d) Twenty two thousand francs

- (5) The story *Ha'penny* is written by _____.
 - (a) Richard Wright
 - (b) Alan Paton
 - (c) R.K. Narayan
 - (d) None of these

- (6) Subha lived in a village called _____.
 - (a) Rampur
 - (b) Monpur
 - (c) Chandipur
 - (d) None of these

- (7) Subha was _____.
 - (a) deaf
 - (b) dumb
 - (c) blind
 - (d) handicap

- (8) The Giant had stayed with his friend for _____ years.
 - (a) five
 - (b) ten
 - (c) seven
 - (d) fifteen

- (9) *The Selfish Giant* is written by _____
- (a) Tagore (b) Oscar Wilde
(c) R.K. Narayana (d) None of these
- (10) The ghost got into the house on the night of _____ 17, 1915.
- (a) November (b) February
(c) May (d) December
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