

Seat No. : _____

MC-102

March-2019

B.Com., Sem.-III

Commercial Communication – III

(Text : The Vignettes of Life)

(Old)

Time : 2:30 Hours]

[Max. Marks : 70

- Instructions :** (1) All questions are compulsory.
(2) Figures to the right indicate the marks.

1. (A) Answer the following questions in brief : (Any **Three**) **9**
- (1) Who were Subha's friends ?
 - (2) Why did Ha'penny suddenly fall ill ?
 - (3) Why did Spring not come into Selfish Giant's garden ?
 - (4) What did the Policemen do to trace the noises ?
 - (5) Who did grandfather think the police were ?
- (B) Write Short Notes on any **One** of the following : **8**
- (1) The Selfish Giant
 - (2) The Character of Ivan Dmitritch
 - (3) The Character sketch of Subha.
2. Write a letter to the Manager of Yes Bank, Navrangpura, Ahmedabad intimating him about the loss of your Debit Card. **17**

OR

Draft a letter on behalf of an account holder to the Manager of SBI Bank, Naroda Branch, Ahmedabad requesting him to stop the payment of a cheque.

3. Write a letter from an applicant to the Company Secretary of The Reliance Pvt. Ltd Company complaining about non allotment of shares. **17**

OR

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

4. (A) Read the following paragraph carefully and answer the questions given below : **10**

Advertisement is a form of communication for marketing and used to encourage, persuade, or manipulate and attract the audience or customers to continue to take some new action. Most commonly the desired result is to drive consumer behaviour respect to commercial offering, although political and ideological advertising is also common. Impact of advertising can be summed up as one that is significant in society. Advertising can have wide-ranging impact on society more specially on youth. Some critics suggest that advertising promotes a materialistic way of life by leading people to believe that happiness is achieved by purchasing products. They argue that advertising creates a consumer culture in which buying exciting new products becomes the foundation of the society's values, pleasures and goals. Youth advertising is an important determinant of consumer behaviour. There are some scientists who believe that studying youth consumer behaviour is a negative thing because they believe that youth are more influenced by advertising messages than adults are. While other scientists believe that youth marketing is a good thing because it helps to define who they are as a consumer. Therefore, the advertising industry views youth in society as a viable market segment, because of their immature understanding of the media and its dazzling impact on the young undeveloped brains. On that note, it has been proven that requests by youth for advertised products decrease as they mature.

- (1) Why advertising is used for marketing ?
- (2) What are the effects of advertising on youth, as suggested by some critics ?
- (3) What are the views of scientists studying youth consumer behaviour ?
- (4) Why are the advertisers view the youth as a possible market segment in society ?
- (5) Give a suitable title of the paragraph.

- (B) Match the following : **6**

A	B
(1) Extempore	(a) Against the Law
(2) Autobiography	(b) Without Preparation
(3) Eternal	(c) Story of One's Own
(4) Amicable	(d) Immortal
(5) Illegal	(e) Friendly
(6) Equanimity	(f) Calm State of Mind

- (C) Give the Meaning of the following Words. **3**

- (1) Glutton
- (2) Bakery
- (3) Immigrant

Seat No. : _____

MC-102

March-2019

B.Com., Sem.-III

Commercial Communication – III

(Text : Colours of Life)

(New)

Time : 2:30 Hours]

[Max. Marks : 70

- Instructions :** (1) All questions are compulsory.
(2) Figures to the right indicate the marks.

1. (A) Answer the following questions in brief : (Any **Three**) **9**
- (1) What did God ask his angels to find ?
 - (2) What did the boy's mother feed him to control his hunger ?
 - (3) What did Abraham Lincoln promise his step-brother ?
 - (4) Why did the author live with his grandmother ?
 - (5) How did Luz Long react to Owens' record breaking leap ?
- (B) Write Short Note on any **two** of the following : **8**
- (1) The Statue of Happy Prince
 - (2) Friendship between Jesse Owens and Luz Long
 - (3) Abraham Lincoln's advice to his brother
2. Write short notes on any **two** of the following : **17**
- (1) Qualities of Good Leaders
 - (2) Time Management
 - (3) Business Ethics and Etiquettes
3. Write a letter to the Manager of Yes Bank, Navrangpura, Ahmedabad intimating him about the loss of your Debit Card. **17**

OR

Draft a letter on behalf of an account holder to the Manager of SBI Bank, Naroda Branch, Ahmedabad requesting him to stop the payment of a cheque.

4. (A) Match the following : 6

- | A | B |
|-------------------|-------------------------|
| (1) Extempore | (a) Against the Law |
| (2) Autobiography | (b) Without Preparation |
| (3) Eternal | (c) Story of One's Own |
| (4) Amicable | (d) Immortal |
| (5) Illegal | (e) Friendly |
| (6) Equanimity | (f) Calm State of Mind |

(B) Give the meaning of the following words : 3

- (1) Glutton
- (2) Biography
- (3) Bakery

(C) Choose the appropriate options for the following MCQs : 5

- (1) Lincoln's brother wanted to borrow ____dollars.
(a) eighty (b) hundred (c) thousand
- (2) The grandmother fed ____ in the city.
(a) dogs (b) cats (c) sparrows
- (3) Jesse Owens participated in _____event.
(a) swimming (b) high jump (c) long jump
- (4) The statue was gilded all over with thin leaves of _____.
(a) fine gold (b) silver (c) copper
- (5) The father worked as a ____in a drugstore.
(a) night watchman (b) pharmacist (c) night porter

(D) State whether the following statements are true or false : 5

- (1) The sparrow made his way to Egypt.
 - (2) The boat was really big and beautiful.
 - (3) Abraham Lincoln was angry at his step-brother.
 - (4) The author never bothered to learn the prayer.
 - (5) Luz Long did not congratulate Owens for his victory.
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