



Seat No. : _____

TP-115

B.Com. Sem.-III

May-2013

204 : Commercial Communication – III

Time : 3 Hours]

[Max. Marks : 70

- Instructions :** (1) Figures to the right indicate marks.
(2) Mention clearly the options you attempt.

I. Write brief answers (any **seven**) : **14**

- (1) How does the author describe Dmitrich's reaction on seeing the number of the ticket series ?
- (2) How much money was Lantin earning at the time of marriage ?
- (3) How did Mrs. Lantin dress for the theatre ?
- (4) What is the real family background of Ha'penny ?
- (5) Describe the last days of Ha'penny.
- (6) Who were Subha's friends ?
- (7) Why were Subha's parents relieved ?
- (8) How was the Giant rewarded for his kindness to the little boy ?
- (9) What did the narrator's mother and grandfather do when the ghost got in ?

II. Write short notes (any **two**) : **14**

- (1) Human psychology in 'The Lottery Ticket'
- (2) The Selfish Giant
- (3) Comedy in 'The Night the Ghost got in'

III. Write a letter to your bank complaining about an error in your pass book. **14**

OR

Write a letter to the bank manager to request him to lend you support for your social work with slum children.

IV. As from Mr. K.C. Mehta, write a letter to the Company Secretary complaining about non-allotment of shares. **14**

OR

Draft a tactful reply on behalf of the secretary to a shareholder who has expressed concern about declining profits of the company.

- V. (a) Read the following passage carefully and answer the questions that follow : **8**

Green Human Resources can be defined as environmentally friendly HR initiatives resulting in greater efficiencies, lower costs and better employee engagement.

Eco-consciousness or the colour of 'green' is rapidly emerging in every dimension of our lives and workplaces. Green HR involves two important elements : environmental friendly HR practices and the preservation of knowledge capital.

Green HR involves reducing your carbon footprint via less printing of paper and substituting emission-enhancing actions (example air travel).

Questions :

- (1) How can Green Human Resources be defined ?
- (2) Where is 'Eco-consciousness' rapidly emerging ?
- (3) Which two important elements is Green HR concerned with ?
- (4) How can carbon footprint be reduced ?

- (b) Do as directed : **6**

- (1) Give one-word substitutes for the following :

- A story having animal characters
- A handwritten copy

- (2) Explain the following one-word substitutes in your own words :

- Bakery
- Illegal

- (3) Select an appropriate option for the given word :

- Ecology

- (a) related to Economics
- (b) related to environment
- (c) related to cars
- (d) related to study

- Teetotaller

- (a) one who does not drink alcohol.
 - (b) one who does not drink soft drinks.
 - (c) one who does not drink tea.
 - (d) one who does not drink milk.
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