



Seat No. : _____

XZ-139

April-2013

B. Com. (Sem.-IV)

Commercial Communication – IV

Time : 3 Hours]

[Max. Marks : 70

1. Write brief answers of any **seven** of the following : **14**

- (1) Who are the members of the Temple Construction Committee ?
- (2) Describe the physical appearance of the grain merchant.
- (3) On what condition did the grain merchant promise to donate money to the temple ?
- (4) Name the university in which Dr. Khanna was working as a Physicist.
- (5) What did Khanna's father wear on his feet when he had no money to buy shoes ?
- (6) Describe the Taipan's memories of having high tea every evening after school.
- (7) What was written in the letter, people found clutched in the dead Taipan's hand ?
- (8) What were the two things that the narrator of Mark Twain's story 'Luck' was well aware of ?
- (9) What according to the Clergyman is the very best thing that can befall a man ?

2. Write short notes on any **two** of the following : **14**

- (1) The story 'Diamond Rice' as a satire on society.
- (2) The character of the Taipan.
- (3) Scoresby's sudden rise to success.

3. Write a note on the physical barriers to communication. **14**

OR

Discuss in detail 'Downward Communication'.

4. Draft a letter of application for obtaining an agency for electronic appliances for the State of Gujarat. **14**

OR

On behalf of the Principal, write a letter to the agent reprimanding him for unsatisfactory performance in his area.

5. (a) Draft a circular letter on behalf of a manufacturer announcing a seasonal discount. 7

OR

Draft a circular letter to inform your dealers about the change of the Marketing Executive of your company.

- (b) Do as directed : 7

- (1) Match the following :

A

B

- | | |
|------------------------------|-----------------------|
| (1) as busy as a bee | in the same situation |
| (2) sailing in the same boat | cancel |
| (3) to call off | to support |
| (4) to stand-by | very busy person |

- (2) Give meanings of the following :

- (i) Child's play
 - (ii) To care for
 - (iii) To keep one's eyes on
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