

Seat No. : \_\_\_\_\_

# AD-103

April-2025

B.Com., Sem.-VI

CC-309 : Commercial Communication – VI

[Text : Petals of Life – (Section Two)]

Time : 2:30 Hours]

[Max. Marks : 70

1. (A) Answer any **four** questions in brief : 8
- (1) Describe the appearance of the Old Gentleman who had been offering dinner to Pete.
  - (2) What did Pete eat at restaurant ? What happened to him as he left the restaurant ?
  - (3) How can we awaken the creative process within ourselves ?
  - (4) What did the boy want to tell his mother after getting back home ?
  - (5) How did Rakesh take care of his father's diet ?
  - (6) What was Monsieur Lantin's condition after the death of his wife ?
- (B) Write a short note on any **one** : 6
- (1) The little boy
  - (2) The character of Varma
  - (3) The title of the story "The False Gems"
2. On behalf of the Moonlink Ltd, Manchester, UK, write a letter of inquiry to the Sealink Pvt. Ltd, Ahmedabad for machines to manufacture Ice-creams. 14
- OR**
2. Write a letter from an exporter to an importer, intimating about the shipment of goods.
3. As Human Resource Manager of Gujarat Chemicals, Bharuch, draft the report on the performance appraisal of the employees of the company. 14
- OR**
3. A Committee has been appointed to inquire into the demands and grievances of the workers of the company. Draft the Committee's report suggesting steps to improve the situation.

4. (A) Read the following market report carefully and answer the questions that follow it :

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### Sensex slumps by 417 points on Dalal Street

The benchmark BSE Sensex today cracked below 73,000 mark to extend its slide for the fifth straight session on selling pressure amid worries over the widening current account deficit and possible US tariff rate hike. Bears tightened their grip on the Dalal Street following negative news from global stock markets. US-China tariff war concerns and the war between Russia and Ukraine also dented sentiment. A host of other factors like high returns in Gold, decline in exports and higher current account deficit are also cracking the market down. Possible negative economic growth was also one of the major factors for the markets.

The 50-share NSE Nifty closed below the psychological 22,000 mark for the first time after a gap of 11 months, falling 417 points to close at 21547.05. The 30-share BSE Sensex was down 410 points to close at 72,595. All Nifty bank stocks closed with sharp cuts. HDFC Bank, ICICI Bank, Axis Bank, IndusInd Bank, SBI and Kotak Mahindra Bank declined up to 8 percent. Asian Paints and Adani port lost 5 percent each. Bharati Airtel and Bajaj Finance among others fell up to 6.47 percent. Infosys, ITC, Axis Bank, Tata Motors, Tata Steel and Maruti Suzuki slipped. UltraTech Cement tumbled 7% after High Court ordered attachment of all disclosed assets of the partners of the company. Bank of Baroda dropped over 8 percent to hit a one-year low amid concerns over losses incurred in 1,394-crore loan fraud case.

#### Questions : (any four)

- (1) Which trend is indicated in the headline ? Which word indicates the trend ?
- (2) Mention any **two factors** responsible for the current trend in the market.
- (3) What type of a report is this ?
- (4) Find out any **two verbs** from the report denoting the bearish trend.
- (5) Why did share price of UltraTech Cement tumble ?

- (B) Match the following :

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A	B
Face value	Shares
Sentiment	During the day
Points	Sharp falling of prices
Equities	Base value
Nose diving	Rupees
Intra-day	Trend

5. Choose the appropriate option : (any seven)
- (1) Pete was brought to two old ladies by:
    - (a) Their servant
    - (b) The old man
    - (c) The restaurant owner
    - (d) Their friends
  - (2) Pete used to come to Union Square every Thanksgiving Day :
    - (a) for nine years
    - (b) for six years
    - (c) for seven years
    - (d) since his childhood
  - (3) The older the civilization :
    - (a) the greater the scope of political freedom.
    - (b) the greater the weight of tradition.
    - (c) the greater the presence of good values.
    - (d) the greater the scope of personal development.
  - (4) For people who are inwardly insufficient and empty, \_\_\_\_\_ matters a great deal.
    - (a) Purity
    - (b) Devotion
    - (c) Tradition
    - (d) Science and technology
  - (5) The class used to begin at :
    - (a) half past eight
    - (b) half past seven
    - (c) half past nine
    - (d) half past six
  - (6) In School bus, someone talked about :
    - (a) Cricket
    - (b) Hockey
    - (c) Footballs
    - (d) Marbles
  - (7) As a dessert, Rakesh allowed his father to eat :
    - (a) Kheer
    - (b) Ice-creams
    - (c) Halwa
    - (d) Laddu
  - (8) Rakesh's father secretly gave \_\_\_\_\_paise to his grandchild to get jalebis for him.
    - (a) Sixty
    - (b) Forty
    - (c) Fifty
    - (d) Ninety
  - (9) Monsieur Lantin sold his wife's necklace for :
    - (a) fifteen thousand francs
    - (b) eighteen thousand francs
    - (c) sixteen thousand francs
    - (d) none of these
  - (10) Lantin suddenly became rich by :
    - (a) Winning a lottery ticket
    - (b) Gambling
    - (c) Selling his wife's jewels
    - (d) Borrowing money from friends

