



Seat No. : _____

MO-214

May-2025

B.Com., Sem.-IV

209 : Commercial Communication-IV

(Colours of Life – Section Two)

Time : 2:30 Hours]

[Max. Marks : 70

1. (A) Answer any **FOUR** questions in brief : 8
- (i) What were the three important questions that came into the king's mind ?
 - (ii) What led to the revolt in 1857 ?
 - (iii) What is the ultimate price of freedom ?
 - (iv) What did Alan do with old man ?
 - (v) Why did Kali admire and worship children ?
 - (vi) Where did the hermit live ? What was he known for ?
1. (B) Write a short note on any **ONE** : 6
- (i) Subhash Chandra Bose's address to the soldiers
 - (ii) Alan's love for cricket
 - (iii) The life of Kali as a labourer
2. Write a letter to a Private Company for setting up a library for Poor Students. 14

OR

2. Write a letter to a Corporate Bank requesting them to arrange an awareness programme for Digital Banking. 14

3. On behalf of Vijay Stores, Ahmedabad, write an application to Samsung Electronics India Limited, New Delhi, for obtaining an agency for their mobile phones. **14**

OR

3. On behalf of Hero Cycles Ltd., Ludhiana, Punjab, draft a letter to Super Cycle Mart, Ahmedabad, reprimanding them for a decline in sales. **14**

4. (A) Do as directed :

Match the following :

7

(A)

(B)

- | | |
|-----------------------------|----------------------------------|
| (1) A hue and cry | (a) not good at |
| (2) By hook or by crook | (b) at the very last moment |
| (3) Not one's cup of tea | (c) a noisy protest |
| (4) On the top of the world | (d) a very difficult thing to do |
| (5) Child's play | (e) by fair means or foul |
| (6) Himalayan Task | (f) something very easy to do |
| (7) At the eleventh hour | (g) feeling very happy |

4. (B) Give meanings of the following phrasal verbs :

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- (1) To call on
- (2) To give up
- (3) To look into
- (4) To stand by
- (5) To drop in
- (6) To pass away
- (7) To put up with

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

- (1) The hermit was known for _____.
 - (a) wealth
 - (b) his wisdom
 - (c) generosity
 - (d) nobility
- (2) Who is the most important 'man' according to the hermit ?
 - (a) The person you are with
 - (b) The person who you should be with
 - (c) The person who is far from you
 - (d) The person who does not exist
- (3) What was the original name of Laxmibai ?
 - (a) Manikarnika
 - (b) Maniratna
 - (c) Manikumari
 - (d) Manidevi
- (4) The Rani covered _____ miles in one night.
 - (a) 20
 - (b) 30
 - (c) 22
 - (d) 21
- (5) The ambition of Subhash Chandra Bose _____.
 - (a) to train soldiers
 - (b) to prepare soldiers for battle ahead
 - (c) to equip an army to capture freedom
 - (d) to defeat the enemy
- (6) Freedom can never be had by _____.
 - (a) begging
 - (b) fighting
 - (c) debates
 - (d) giving
- (7) _____ played instead of Alan.
 - (a) Harry Bloom
 - (b) Horace Bloom
 - (c) Harold Blossom
 - (d) Harold Banks
- (8) The boys gave Alan _____.
 - (a) flowers
 - (b) fruits
 - (c) three cheers
 - (d) All of the above
- (9) Kali kept his coins hidden within the stuffing's of _____.
 - (a) a sofa
 - (b) a cushion
 - (c) a mattress
 - (d) an old pillow
- (10) Kali's decision was to _____.
 - (a) be away from the children
 - (b) keep in touch with the children
 - (c) welcome children
 - (d) visit children

