

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

**NH2-128**

**December-2015**

**B.Com., Sem.-III**

**CC-204 : Commercial Communication – III**

**The Vignettes of Life**

**Time : 3 Hours]**

**[Max. Marks : 70**

1. Write brief answers : (Any **seven**) **14**

- (1) Why doesn't Dmitritch locate the actual number of the ticket ?
- (2) What made Lantin to think of selling his wife's stock of tinsel jewels ?
- (3) Who is Mrs. Betty Maarman ?
- (4) Why did Ha'penny suddenly fall ill ?
- (5) Describe the difference in the attitudes of Subha's parents ?
- (6) Why did not spring come into the Giant's garden ?
- (7) What were the thoughts that passed the Giant's mind when he heard some lovely music ?
- (8) How was the problem of phoning the police solved ?
- (9) What did the policemen do to trace the noises ?

2. Write short notes on : (Any **two**) **14**

- (1) Character sketch of Ivan Dmitritch.
- (2) The surprise ending of the story – The Jewellery
- (3) Tagore's 'Subha' – the story of a voiceless young girl.

3. Draft a letter on behalf of the head of an NGO, requesting the bank manager to lend the support for social welfare. 14

**OR**

Draft a letter to your branch manager informing about the error in the Demat statement.

4. On behalf of a shareholder of Larsen and Tubro, write a letter to the secretary expressing your, deep concern about declining profits of the company. 14

**OR**

Draft a suitable reply from the secretary of the company, to the applicant of shares who has complained about the non-allotment of shares.

5. (A) Read the comprehension passage and write the answers of the following questions : 8

Advertisement or advertising is a form of communication for marketing and used to encourage, persuade, or manipulate an audience to continue or take some new action. Most commonly, the desired result is to drive consumer behaviour with 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 repercussions on a society more specially 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.

Answer the following questions :

- (1) Why advertisement 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 the advertisers view the youth as a possible market segment in society ?

(B) Do as directed :

- (1) Give one-word substitutes for the following :
  - (a) Written account of person's life, by someone else : \_\_\_\_\_
  - (b) Able to bend easily : \_\_\_\_\_
- (2) Explain the following one-word substitutes :
  - (a) Contemporary
  - (b) Unanimous
- (3) Choose the correct option :
  - (a) Another word for 'inevitable' could be :
    - (1) Unavoidable
    - (2) Unlovable
    - (3) Unobtainable
  - (b) The meaning of 'Extempore' :
    - (1) Without preparation
    - (2) Without prestige
    - (3) Without protest

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