

Seat No. : _____

AK-119

April-2016

B.Com., Sem.-IV

209 : Commercial Communication – IV

Time : 3 Hours]

[Max. Marks : 70

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

- (1) Who were the members of the Temple Construction Committee in the story 'Diamond Rice' ?
- (2) Why was the grandfather chosen to serve on the committee ?
- (3) Explain why Dr. Khanna's four week trip to India is described as a success.
- (4) What did Dr. Khanna's father do on the way back from the town ?
- (5) What made Khanna develop a strange disease - a burning sensation in his feet?
- (6) What are Taipan's retirement plans?
- (7) What made Taipan panic and why did he want to leave China ?
- (8) Why was the narrator astonished by the clergyman's statement in the story 'Luck'?
- (9) What according to the clergyman is the best thing that can befall a man in the story 'Luck' ?

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

- (1) The Grain Merchant-Kondiah
- (2) Character sketch of Taipan
- (3) Role of Luck in the career of Scoresby

3. Discuss in detail Physical Barriers to Communication. **14**

OR

Write a note on Upward Communication. Point out its objectives, advantages and limitations.

4. Write a letter on behalf of Moon Sales Agency to its Principal giving suitable explanation for decline in sales in its area. **14**

OR

Draft a letter on behalf of the Principal offering terms and conditions for its agency.

5. (A) Write a circular letter from Zenith Electronics to its dealers announcing an increase in prices of its products. 7

OR

Draft a circular letter on behalf of the Sun Industries to its dealers intimating them about the change of one of the marketing Executives in your company.

- (B) Do as directed : 7

- (I) Match the following :

(A)

(B)

- | | |
|--------------------------|---|
| (1) Keep it up | (a) to keep a watch |
| (2) Hat-trick | (b) by any Means. |
| (3) To keep one's eye on | (c) to continue a good performance |
| (4) By hook or crook | (d) three successive events or happenings |

- (II) Give meanings of the following :

- (1) Sailing in the same boat
 - (2) Himalayan Task
 - (3) To take over
-