

Seat No. : _____

SB-101

October-2017

B.Com., Sem.-VI

CC-309 : Commercial Communication – VI

Time : 3 Hours]

[Max. Marks : 70

1. (A) Answer any **four** questions in brief : **12**
- (1) Why is Hughie Erskine unable to marry the love of his life ?
 - (2) What punishment did the judges announce for the murderer ?
 - (3) How does Tom blackmail his brother ?
 - (4) Why was a medical check-up of Comrade Long-Nose ordered ?
 - (5) Why was Mathilde unhappy with her life ?
 - (6) Why did the council decide to dismiss the guard ?
- (B) State whether the following statements are TRUE or FALSE : **2**
- (1) When it was time for Long-Nosed to receive his salary, his mother would come and take it.
 - (2) The old man sent a man to Hughie's house to seek an apology from him.
2. (A) Write a short note on any **one** : **8**
- (1) The character of Alan Trevor
 - (2) The Title of the story, The World-Renowned Nose
 - (3) The Life of George Ramsay
- (B) Choose the appropriate options : **6**
- (1) What was the name of the girl whom Hughie love ?
 - (a) Eva Sanders (b) Laura Merton (c) Georgia Larton
 - (2) How many men made up the Monaco army ?
 - (a) Twenty (b) Fifty (c) Sixty

- (3) How did Tom Ramsay come into a large fortune ?
 - (a) He got engaged to an old woman who died leaving him everything she had
 - (b) He won a lottery
 - (c) He sold off his brother's property and car
- (4) Once it was confirmed that the nose was real, what did the President do ?
 - (a) Executed the people of the opposition party
 - (b) Nominated the Long-Nose as a member of parliament
 - (c) Apologized to the Long-Nose and set him free
- (5) What would Hughie have to forego if he gave his money to the old man ?
 - (a) A month's breakfast
 - (b) A week's dinner
 - (c) A fortnight's hansoms
- (6) What piece of jewellery did Mathilde choose from her friend's jewel box ?
 - (a) A diamond necklace (b) A bracelet (c) A locket

3. Write a press report on any **one** : **14**

- (1) A Collision of Bus – Truck
- (2) An Earthquake
- (3) Cashless Economy : A New Way of Life after Demonetization

4. On behalf of the Secretary of the company, write a suitable report on the prospects of opening a new Sales Depot of the company. **14**

OR

The sales of a well-known company declined considerably in Gujarat state. The Management has appointed a committee to find out the causes of the decline in the sales and to suggest appropriate steps to boost up the sales. On behalf of the committee, draft a suitable report.

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

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MARKET APPLAUDS BJP VICTORY

Sensex rises to 29,762, Nifty at record high

Tuesday, 13 March, 2017

The Markets rallied on Tuesday following the BJP's unprecedented victory in the Uttar Pradesh assembly polls and on hefty buying from FIIs and buying spree from Dalal Street investors. The investors saw the victory as adding momentum to Prime Minister Narendra Modi's anti-corruption and pro-development reform agenda. Sensex increased 1.94% to close at 29,762, although it did not breach its record high.

The National Stock Exchange's Nifty index gained 89 points crossing 9,000 benchmark to end at all time high of 9098 points. 147 stocks, most of them of mid-and small-cap companies, hit their 52-week high on the BSE while about 40 stocks hit their life-time high. RBL Bank and RIL were the biggest gainers among the blue chips which closed up 4.09% and 2.42% respectively. The indices like BSE Midcap, BSE Smallcap, Nifty 100 and S&P BSE Metals also witness massive gains and ended in the green.

Questions :

- (1) Which trend is indicated by the headline ?
- (2) Find out any two factors responsible for the present trend.
- (3) Name any two indices mentioned in the report.
- (4) Find out from the report any two **VERBS** denoting bullish trend.

- (B) Do as directed :

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- (1) Explain the following terms :
 - (a) Correction
 - (b) Bourse
 - (c) Intra-day
 - (d) Rally
 - (2) Give full forms of the following :
 - (a) BSE
 - (b) PSU
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