

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

**OB-101**

October-2018

**B.Com., Sem.-VI**

**Commercial Communication – VI**

**(Text : Gems of Wisdom)**

**Time : 2:30 Hours]**

**[Max. Marks : 70**

1. (A) Answer any **three** questions in brief : **9**
  - (1) Why is Hughie unable to marry the love of his life ?
  - (2) What punishment did the judges announce for the murderer ?
  - (3) What lesson does the fable *The Ant and the Grasshopper* give to the young people ?
  - (4) Describe in brief the life of the poor cook before his nose grows.
  - (5) Why was Mathilde, the protagonist of this story unhappy with her life ?
- (B) Write a short note on any **one** : **8**
  - (1) Character of Mathilde
  - (2) Character of Hughie Erskine
  - (3) Title - *Too Dear*
2. Write a press-report on any **one** : **17**
  - (1) A tragic plane crash
  - (2) A cyclonic storm
  - (3) Digital India

3. As a personnel manager of a company, draft a report on a fire accident in the factory. **17**

**OR**

A company has formed a committee to inquire into the decline in sales of a company's products. Draft a suitable committee report.

4. (A) Read the following market report carefully and answer the questions that follow it: 8

**PIVOTALS GAIN ON DALAL STREET**

**Sensex Increases 510 points**

The new account started on a steady note and the market closed around the best level of the day. Today, the institutional buying and the low carry-over charges gave strength to the markets and the pivotal gained on a short-covering.

Telco, Century, Tata Steel and Ambuja Cement were in limelight. In cash section, in the absence of selling pressure, Tata Chemicals, DLF and Reliance Industries were in demand. G.E. Shipping was quoted at the ex-bonus and improved at the close.

Questions :

- (1) Which trend is indicated in the headline ?
- (2) Which stock exchange is mentioned in the headline ?
- (3) What type of a report is this one ?
- (4) Find out two factors responsible for the present trend.

- (B) Match the following : 6

A	B
(1) Advice	(a) rupees
(2) Blue chip	(b) index of NSE
(3) Demat Account	(c) value at which a share is issued
(4) Face value	(d) news or information
(5) Nifty	(e) dematerialized account
(6) Points	(f) shares of leading companies

- (C) Choose the appropriate options : 5

- (1) How many men made up the Monaco army ?  
(a) 60                      (b) 20                      (c) 150
- (2) What was Tom Ramsay's actual age ?  
(a) 36 years              (b) 46 years              (c) 48 years
- (3) Which part of the protagonist's anatomy got affected in this story ?  
(a) Eyes                  (b) Chin                  (c) Nose
- (4) What was the amount that Mathilde quoted for a new dress ?  
(a) 400 Francs          (b) 300 Francs          (c) 700 Francs
- (5) Who scolded Hughie for giving a sovereign to a beggar ?  
(a) Trevor              (b) Laura              (c) Col. Merton