

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

**N41-101**

**December-2014**

**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 unable to marry the love of his life ?
  - (2) How does the author describe the kingdom of Monaco ?
  - (3) What was the hitch in executing the death-punishment ?
  - (4) How does Tom blackmail his brother ?
  - (5) Why was a medical check-up of Comrade Long-Nose ordered ?
  - (6) Who was Mathilde's husband ? What was his profession ?
- (B) State whether the following statements are **true** or **false** : **2**
  - (1) The old man sent a man to Hughie's house to seek an apology from him.
  - (2) Tom had abandoned his wife and children to lead a life that he would enjoy.
2. (A) Write a short note on any **one** : **8**
  - (1) The character of Hughie Erskine.
  - (2) The title of story – 'Too Dear'
  - (3) George and Tom – a study in contrast
- (B) Choose the appropriate option : **6**
  - (1) Who scolded Hughie for giving a sovereign to a beggar ?
    - (A) Laura
    - (B) Alan Trevor
    - (C) Colonel Merton
  - (2) What was the sum of the pension that the government offered to the prisoner ?
    - (A) 300 francs
    - (B) 600 francs
    - (C) 500 francs

- (3) At what age did George Ramsay plan to retire ?
  - (A) Sixty
  - (B) Sixty-two
  - (C) Fifty-five
  
- (4) 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
  
- (5) What was the profession of the owner of the world-renowned nose ?
  - (A) Magician
  - (B) Cook
  - (C) Singer
  
- (6) What was the real worth of the necklace that had been lost ?
  - (A) Three hundred francs
  - (B) Four hundred francs
  - (C) Five hundred francs

3. Write a press report on any **one** : **14**
- (1) A Serious Road Mishap
  - (2) A Cyclonic Storm
  - (3) An Exciting 20/20 Cricket Match

4. On behalf of the Secretary of the company, write a report on the possibility of opening a new Sales Depot of the company in Baroda. **14**

**OR**

Draft a committee report looking into the demands and grievances of the workers of the company.

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

**Monday Magic on : Sensex breaches 22k on FII push**

Tuesday, 25 March, 2014

The Sensex is scaling new highs every week increasing heartbeats of the retail investors. These investors have left the stock market in the last three to five years after they were convinced that the market was unlikely to revive anytime soon. However, Indian Markets moved up to life-time high and touched the psychological level of 22k, as investors bought into blue chips in pre-election rally. With the easing inflation, strengthening of domestic currency against the US dollar and hopes of a stable government at the Centre, Foreign Institutional Investors (FIIs) pumped in ₹ 2,577 crore into the equity markets today, driving the Sensex and the Nifty further into a euphoric mood.

Riding high on the back of strong FII inflows the 30-share benchmark Sensex rose to the fresh heights to touch a new summit of 22,014 in intra-day trade before closing at 21,987 with a net gain of 134 points. The broader index, NSE Nifty also rallied 72 points to end at all time closing high of 6,601 points. The upward march was further supported by the better macro-economic indicators like expectation for higher GDP for the next fiscal year and rising exports and lower current account deficit. Intra-day, the rupee had firmed up to 60.79, its strongest level since August 12. The Bank shares too went up. Capital Goods, Realty, Consumer Durables and FMCG indices also gained substantially.

**Questions :**

- (1) Explain the headline in simple English.
- (2) Mention any two factors responsible for the current trend in the market.
- (3) Find out the previous closing of the Sensex and the Nifty.
- (4) Find out any two verbs from the report denoting the bullish trend.

- (B) Do as directed :

**6**

- (1) Explain the following terms :
  - (a) Correction
  - (b) Dalal Street
  - (c) Featureless market
  - (d) Pivotal
- (2) Give full forms of the following :
  - (a) IPO
  - (b) SEBI

