

Seat No. : _____

MF-103

March-2019

B.Com., Sem.-V

304 : Commercial Communication-V (Text : Gems of Wisdom)

Time : 2:30 Hours]

[Max. Marks : 70

1. (A) Answer any **THREE** questions in brief : **9**
- (1) When the doors of the arena were opened, who used to come out then ?
 - (2) What was Jim's reaction when he saw Della without her lovely hair ?
 - (3) What had the sniper anticipated would happen if he lit cigarette ? What did he do ?
 - (4) Why did the black boy refrain himself from going out ?
 - (5) What was the pact that was made between the astrologer and the aggressive passer-by ?
- (B) Write a short note on any **ONE** : **8**
- (1) The Character of Republican Sniper
 - (2) The Black boy's Mother
 - (3) The place where the Astrologer set up his daily business
2. Write a simple questionnaire on any **ONE** : **17**
- (1) Life-style and socio-economic conditions of Slum-dwellers
 - (2) Smoking and Tobacco chewing habits and Cancer Awareness among College students
 - (3) Consumers' Preference for a Tooth-paste
3. Write a suitable letter to the Branch Manager, Life Insurance Corporation of India, Naherunagar Branch, Ahmedabad, claiming full benefits due to death of the policy holder. **17**

OR

Write a suitable letter on behalf of Mr. Jyotir Joshi to the Branch Manager, Life Insurance Corporation of India, Sabarmati branch, Ahmedabad, asking for the surrender value of a Life Insurance Policy.

4. Do as directed :

(A) Match the following :

A	B
(1) Alibi	In a mass / altogether
(2) En masse	without date / indefinitely
(3) Per annum	elsewhere or another place
(4) Sine die	on the way
(5) Debris	in a year
(6) En route	wreckage

(B) Give meanings of the following :

Eureka

Ex-gratia

Nota bene

(C) Choose the appropriate option :

- (1) How has the author described the appearance of the princess' lover ?
 - (a) Brave, handsome and daring
 - (b) Fat, ugly and poor
 - (c) Athletic, intelligent and successful
- (2) What were the Magi known for ?
 - (a) Casting spells
 - (b) Cursing the newborn babies
 - (c) Bringing valuable gifts
- (3) What did the sniper use to rip open the packet of his field dressing ?
 - (a) scissors
 - (b) his knife
 - (c) the butt of his rifle
- (4) What did the author get from his mother when he tried to force his way past her into the house ?
 - (a) A tight hug
 - (b) a stinging slap
 - (c) a kick
- (5) What did the astrologer apply on his forehead to complete his look ?
 - (a) Turmeric paste
 - (b) Ash
 - (c) Sacred ash and vermilion

(D) State whether the following statements are TRUE or FALSE :

- (1) The princess was very satisfied with her lover because he was handsome and brave.
- (2) The gift Della bought for James costs her twenty-one dollars.
- (3) The sniper's face was that of a toughened terrorist.
- (4) The author (black boy) was the only child of his parents.
- (5) All his life the astrologer had thought that he had the blood of a man on his hands.