

Seat No. : _____

DD-108

December-2013

B.Com. Sem. III

CC-204 : Commercial Communication – III

The Vignettes of Life

Time : 3 Hours]

[Max. Marks : 70

1. Write brief answers : (any seven)

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- (1) How did Dmitritch propose to spend the money ?
- (2) What comment did Lantin make when he was irritated by his wife's love for tinsel jewellery ?
- (3) How did Ha'penny describe his mother ?
- (4) Why did Ha'penny suddenly fall ill ?
- (5) Describe the difference in the attitudes of Subha's parents.
- (6) Why did not spring come into selfish giant's garden ?
- (7) Where did the selfish giant go and what did he tell the children after his return ?
- (8) What according to the narrator's mother was the cause of the noises in the night ?
- (9) Who did grandfather think the police were ?

2. Write short notes on : (any two)

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- (1) The Lottery Ticket – a study of human psychology.
- (2) The appropriateness of the title – The Jewellery.
- (3) The character sketch of Subha.

3. Draft a letter from an accountholder complaining about wrongful dishonour of his/her cheque in spite of sufficient balance in the account.

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OR

As an active member of an NGO, Veena – Jyot Foundation, write a letter to the Manager of a Bank requesting bank's support for social welfare.

4. Write a letter from a shareholder who failed to receive the annual report of the company for the year ended 2012-13. 14

OR

As the Company Secretary, write a suitable reply to the shareholder for non-credit of dividend.

5. (A) Read the comprehension passage and give the answers of the following questions : 8

The India Retail Industry is gradually inching its way towards becoming the next boom industry. Traditionally, the retail business was run by Mom and Pop having a shop in the front and house at the back. More than 99% retailers functioned in less than 500 sq. ft. of area. All the merchandise was purchased as per the fancies of the proprietor and the pricing was done by seeing at the face of customer.

The retail Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. India's consumer lifestyle has been changing due to rising income and education level. Foreign owned hypermarkets are also fast gaining popularity in India, attracting customers with their "one-stop" and "all under one roof concepts." In other words, the Retail Market in India is observed in the form of bustling shopping centres, multi-storied malls and the huge complexes that offer shopping, entertainment and food all under one roof.

The major components of the retail sector are : Food and Grocery, Fast Moving Consumers Goods, Apparel, Footwear, Leather, Watches, Jewellery, Health and Beauty. The Food Retail Industry in India dominates the shopping basket. While the Mobile phone retail industry in India is already growing at over 20 percent per year. And apart, a large young working population, nuclear families in urban areas, along with increasing working women population and emerging opportunities in the services sector are also becoming the key factors in the growth of the organized Retail sector in India. The Indian retail industry is the fifth largest in the world and is expected that by 2016, modern retail industry in India will be worth US\$ 175-200 billion.

Answer the following questions :

- (1) How was retail business run traditionally ?
- (2) What do you mean by "one-stop" and "all under one roof" concepts ?

- (3) What are the major components of the retail sector ?
- (4) Mention the reasons becoming the key factors in the growth of the organized Retail Sector in India.

(B) Do as directed :

Give one-word substitutes for the following :

- (i) Carried out with no preparation.
- (ii) Not allowed by law.

(1) Explain the following one-word substitutes in your own words :

- (i) Autobiography
- (ii) Ornithology

(2) Select an appropriate option for the given word :

(1) Glutton :

- (A) A greedy person
- (B) A kind person
- (C) A rich person
- (D) A poor person

(2) Flexible :

- (A) Easily changeable
- (B) Easily movable
- (C) Easily hanged
- (D) Easily breakable
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