N33-113

December-2014

B.Com. (Sem.-III)

CC-204 : Commercial Communication – III
Text : The Vignettes of Life

Time : 3 Hours] [**Max. Marks : 70**

1. Answer the following questions in brief : (any **seven**) 14

   (1) How does the author describe Dmitritch's reaction on seeing the number of the ticket series ?

   (2) Describe the girl with whom Lantin fell in love.

   (3) What are the two 'weaknesses' that Lantin did not like in his wife ?

   (4) What according to the narrator is the weapon that can control small boys naturally and easily in the story 'Ha' penny' ?

   (5) Describe the last days of Ha' penny.

   (6) What is the irony behind Subha's name ?

   (7) Who were Subha's friends ?

   (8) What did the Giant do when he saw a little boy weeping in his garden ?

   (9) What happened in the dining room at about quarter past one in the morning in the story 'The Night The Ghost Got In' ?

2. Write short notes on any **two** of the following : 14

   (1) Ending of the story – 'The Jewelry'

   (2) Pathos in the life of Ha'penny

   (3) The Selfish Giant

3. Draft a letter on behalf of an account holder to the Manager of Axis Bank requesting him to stop the payment of one of your cheques. 14

OR

Write a letter to the Assistant Manager, Bank of India, Satellite, Ahmedabad intimating him about the loss of your Debit card.

4. Write a letter from an applicant to the Company Secretary of a joint stock company complaining about non allotment of shares. **14**

<div align="center">**OR**</div>

As the Company Secretary, write a suitable reply to a shareholder who has complained about non credit of refund of his application money.

5. (A) Read the following passage carefully and answer the questions given below : **8**

Computers are machines that can help us in many ways. But they cannot think or do things on their own. Humans have to feed them with information and tell them what to do with it. They cannot come up with any new information. But they can save much time and work. For example, all the information and the office files can be stored in a computer's "memory". If a clerk were to trace any information from a particular file, the computer would only take seconds to find it. It would take a clerk days or even weeks to go through every file if no computers were used.

The first computers were huge and costly. They filled up almost the whole floor of large offices. Later, because of the usefulness and demand for computers in business, scientists soon found ways to produce cheaper and smaller computers. They invented chips which made it possible to store more information in less space.

Today, computers are not only cheaper, but also *more compact*. They can just be placed on top of an ordinary writing table. They can even be carried from place to place easily. Computers are not only used in offices by companies, but they are also endlessly used at home, by families who can afford them.

Robots, on the other hand, are not mechanical people. They are only moving parts controlled by a computer. A robot can do the same work for twenty four hours, and yet, it does not complain or get tired. In the United States robots do the work of security guards. These robots are programmed to listen for certain noises and signal for help in case of trouble or danger. In Japan and in some places in America, robots are used in factories to assemble cars. As computers have become essential in business and factories, many people fear that one day computers and computer controlled robots will put human workers out of work.

Questions :

(1) Why do humans have to feed the computers with information and tell them what to do ?

(2) Why did the first computers fill up almost the whole floor ?

(3) Find a word in the passage that has the same meaning as *compact* ?

(4) What do humans fear ?

(B) Do as directed :

(1) Give one-word substitute for the following :

    (i) Unable to read and write

    (ii) A person with a positive attitude

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

    (i) Contemporary

    (ii) Edible

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

    (i) Dialysis

        (A) Method of treating liver failure

        (B) Method of treating kidney failure

        (C) Treatment by Nature Therapy

        (D) Treatment by Psychotherapy

    (ii) Vegetarian :

        (A) One who eats only fruits

        (B) One who doesn't eat any food

        (C) One who doesn't eat meat and fish

        (D) None of the above

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