

Seat No. : 19703

**NF-124**

November -2018

**B.Com., Sem.-III**

**204 : Commercial Communication – III**

**Text : Colours of Life**

**(New)**

**Time : 2:30 Hours]**

**[Max. Marks : 70**

**Instruction :** Figures in the right side indicate marks.

1. (A) Answer any **three** questions in brief : 9
- (1) Why was the statue of Happy Prince weeping ?
  - (2) How did the mother describe the boat ?
  - (3) What did Abraham Lincoln promise his step-brother ?
  - (4) What made Jesse Owens an angry athlete ?
  - (5) Why did the author live with his grandmother ?
- (B) Write a short note on any **one** of the following : 8
- (1) The Statue of the Happy Prince.
  - (2) The Significance of the boat journey.
  - (3) Friendship between Jesse and Luz Long.
2. Write short notes on any **two** of the following : 17
- (1) Netiquettes
  - (2) Leadership Qualities
  - (3) Negotiation Skills
3. Draft a letter on behalf of the head of an NGO, requesting the bank manager to lend the support for social welfare. 17

**OR**

Draft a letter to your branch manager intimating him the loss of a Credit card.

4. Do as directed :

(A) Match the following :

A	B
(1) Martyr	The science of study of birds
(2) Ornithology	Something which spreads by contact
(3) Contagious	Something that is fit to eat
(4) Edible	A person who dies for noble cause
(5) Glutton	Something that cannot be read
(6) Illegible	Who eats too much food

(B) Give meaning of the following:

Inevitable, Fable, Pessimist

(C) Choose the appropriate option :

- (1) The Swallows went to \_\_\_\_\_ for the winter.
  - (a) Jordan
  - (b) Egypt
  - (c) Asia
- (2) The boat was \_\_\_\_\_ in colour.
  - (a) white
  - (b) red
  - (c) green
- (3) Lincoln called his brother \_\_\_\_\_.
  - (a) a lazy
  - (b) a selfish
  - (c) an idler
- (4) The grandmother went to the school with the author because the school was attached to the \_\_\_\_\_.
  - (a) office
  - (b) temple
  - (c) hospital
- (5) Jesse Owens participated in \_\_\_\_\_ events.
  - (a) long jump
  - (b) swimming
  - (c) track and field

(D) State whether the following statements are **true** or **false** :

- (1) The statue of the Happy Prince was made of marble.
- (2) The boy's father left the family.
- (3) Lincoln cared for his step-brother.
- (4) The grandmother fed the stale bread to the village dogs.
- (5) Luz Long was the epitome of Olympic games.

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

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November -2018

**B.Com., Sem.-III**

**204 : Commercial Communication – III**

**Text : Vignettes of Life  
(Old)**

**Time : 2:30 Hours]**

**[Max. Marks : 70**

**Instruction :** Figures in the right side indicate marks.

1. (A) Answer any **three** questions in brief : 9
- (1) Why does not Dmitritch locate the actual number of the ticket ?
  - (2) Describe the sequence of events that made Lantin suspect the chastity of his wife ?
  - (3) How did Ha'penny describe his mother ?
  - (4) How did the bridegroom interpret Subha's tears ?
  - (5) Whom does the little boy symbolize ?
- (B) Write a short note on any **one** of the following : 8
- (1) Theme of the story - *The Selfish Giant*
  - (2) The character sketch of Subha
  - (3) Relationship between Ha'penny and the Narrator
2. As a customer, draft a letter to the Bank manager complaining about the rude behaviour of a bank employee. 17

**OR**

Draft a letter to your branch manager intimating him the loss of your ATM card.

3. On behalf of a shareholder of Reliance Industries, write a letter to the secretary expressing your, deep concern about declining profits of the company. 17

**OR**

Draft a suitable reply from the secretary of the company, to the applicant of shares who has complained about the non-allotment of shares.

4. (A) Read the following passage carefully and answer the questions that follow : 10

In any country people are found busy occupied in different types of economic activities. In our country, major part of our population is engaged in agriculture. Apart from agriculture, these activities include industry, construction, transport, banking, insurance, education, health services etc. These are some activities which apparently don't seem to be economic activities. However, the economists consider them economic activities. These include various services provided by the Government. Government services like defence, law and order, post, telephone and telegraphs are included in this.

Goods and services are produced as a result of the above mentioned economic activities. The consumer goods like cloth, sugar, electric bulbs, soap, television, cycles, cars etc., are produced by those engaged in industries. No productive activity is possible in absence of law and order. That is why Government provide police and judicial services.

**Questions :**

- (1) In which type of economic activity the major part of our population is engaged ?
- (2) Mention the other economic activities in which people are engaged.
- (3) There are some activities which apparently do not seem to be economic activities. What are these activities ?
- (4) What consumer goods are produced by persons engaged in industries ?
- (5) What is the importance of law and order in society ?

- (B) Match the following : 6

A	B
(1) Illegal	something which cannot be heard easily.
(2) Bakery	something which lasts forever.
(3) Inaudible	a place where bread and cake is made and sold.
(4) Timid	something which is against law.
(5) Glutton	someone who is shy or fearful.
(6) Eternal	who eats too much food.

- (C) Give meaning of the following : 3  
Invincible, Biography, Optimist