

DC-105

December-2022

B.Com., Sem.-III**Commercial Communication – III**
(Text : Colours of Life)**Time : 2½ Hours]****[Max. Marks : 70**

1. (A) Answer any **four** questions in brief : 08
- (1) Why were nationalistic feelings high at the 1936 Berlin Olympics ?
 - (2) What did the statue of the Happy Prince look like ?
 - (3) When did the father's personality come into view ?
 - (4) What did Abraham Lincoln promise his step-brother ?
 - (5) How did the grandmother spend her time at the new place ?
 - (6) What is the Olympic ideal ? How did Luz Long fulfil it ?
- (B) Write a short note on any **one** : 06
- (1) The author's relationship with the grandmother
 - (2) Appropriateness of the title – *I am Hungry*
 - (3) The relationship between the Swallow and the Prince
2. Write short notes on **any two** of the following : 14
- (1) Negotiation Skill
 - (2) Presentation Skill
 - (3) Leadership qualities
 - (4) Business ethics and etiquettes
3. As a customer, draft a letter to the Bank Manager, requesting to stop payment against a cheque. 14

OR

Draft a letter to the Bank Manager, complaining about a rude behaviour of a bank employee. 14

4. Do as directed :

14

(A) Match the following :

- | | |
|-------------------|--|
| (1) Autobiography | a person who has positive views on everything |
| (2) Eternal | something which can be bend easily |
| (3) Flexible | something which lasts forever |
| (4) Optimist | the life-story of a person written by himself or herself |
| (5) Illiterate | a document that is hand written |
| (6) Manuscript | something which is no longer in use |
| (7) Obsolete | one who can not read or write |

(B) Give meaning of the following :

- (1) Edible
- (2) Bakery
- (3) Fable
- (4) Unanimous
- (5) Illegible
- (6) Octogenarian
- (7) Smuggling

5. Choose the appropriate options (any seven) :

14

(1) According to the swallow, _____ is the brother of Sleep.

- | | |
|---------------|-----------|
| (a) happiness | (b) nap |
| (c) death | (d) dream |

(2) The boat was _____ in colour.

- | | |
|-----------|-----------|
| (a) white | (b) grey |
| (c) green | (d) brown |

(3) Lincoln calls his brother _____.

- | | |
|------------------|--------------|
| (a) lazy | (b) selfish |
| (c) hard working | (d) an idler |

(4) The grandmother carried stale chappatis to school to feed _____.

- | | |
|----------------------|------------------|
| (a) the author | (b) the children |
| (c) the village dogs | (d) the teachers |

- (5) Hitler _____ at Jesse and Luz.
- (a) smiled (b) laughed
(c) nodded (d) glared
- (6) After the author's grandmother expired, who tried to feed the birds some bread ?
- (a) author (b) the author's father
(c) the author's mother (d) the neighbours
- (7) Lincoln suggests the brother to work _____ to earn an honest income.
- (a) tooth and nail (b) slow and steady
(c) ruthlessly (d) relaxed
- (8) The father worked as a _____ in a drug store.
- (a) night watchman (b) cashier
(c) pharmacist (d) night porter
- (9) The swallow fell in love with a _____.
- (a) bulrush (b) reed
(c) flower (d) another swallow
- (10) Luz was the _____ of friendly sportsmanship.
- (a) pioneer (b) epitome
(c) opposite (d) enemy
- (11) The swallows went to _____ for the winter.
- (a) Asia (b) Egypt
(c) Jordan (d) Tel Aviv
- (12) Jesse Owens won _____ gold medals at the Olympics.
- (a) five (b) three
(c) four (d) one
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