

Seat No. : 03889

JH-126

January-2021

B.Com, Sem.-III

Commercial Communication – III

(Text : Colours of Life)

(New Course)

Time : 2 Hours]

[Max. Marks : 50

- Instructions :**
- (1) All Questions in **Section – I** carry equal marks.
 - (2) Attempt any **TWO** questions from **Section – I**.
 - (3) Question **V** in **Section – II** is **Compulsory**.

Section – I

(Attempt any two questions from Section – I)

1. (A) Answer any **four** questions in brief :

12

- (1) What did the Happy Prince ask the Swallow to do ?
- (2) How did the mother describe the boat ?
- (3) What did Abraham Lincoln promise to his step brother ?
- (4) How did the grandmother spend her time at the new place ?
- (5) What made Jesse Owen an angry athlete ?

(B) Write a short note on any **one**.

8

- (1) Richard Wright's experience of hunger.
- (2) Khushwant Singh's grandmother.
- (3) Friendship between Jesse and Luz Long.

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

- (1) Presentation skills
- (2) Negotiations skills
- (3) Business ethics

3. Draft a letter requesting the Bank Manager to stop payment of a cheque.

20

OR

Draft a letter to your Branch Manager intimating him the loss of an ATM card.

4. (A) Match the following :

14

A

B

- | | |
|-----------------|------------------------------------|
| (1) Inaudible | The scientific study of birds |
| (2) Illegible | Able to bend easily |
| (3) Obsolete | Unable to be heard |
| (4) Ornithology | No longer in use |
| (5) Timid | Which cannot be read |
| (6) Contagious | Shy |
| (7) Flexible | Something which spreads by contact |

(B) Give meaning of any **three** of the following words :

6

- (1) Honorarium
- (2) Eternal
- (3) Anonymous
- (4) Autobiography
- (5) Emigrant
- (6) Pessimist

Section – II
(Compulsory)

5. Choose the appropriate options (any five) :

10

(1) The friends of the little Swallow had reached _____ six weeks ahead of him.

- (a) Africa (b) India
(c) Egypt (d) America

(2) According to the Swallow, _____ is the brother of sleep.

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

(3) The boat was _____ in colour.

- (a) white (b) green
(c) blue (d) red

(4) The name of the boat was _____.

- (a) Kristin Adams (b) Kathy Bates
(c) Karl Adams (d) Kate Adams

(5) Lincoln's letter to John D Johnston was dated January 02, _____.

- (a) 1861 (b) 1851
(c) 1850 (d) 1875

(6) Lincoln calls his brother _____.

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

(7) The grandmother spent her days in the city sitting by _____.

- (a) temple (b) fire
(c) river (d) the spinning-wheel

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

- (a) the children (b) the author
(c) the village dogs (d) None of these

(9) Jesse Owens participated in _____ event.

(a) long jump

(b) swimming

(c) wrestling

(d) None of these

(10) _____ was angry because Owens won the broad-jump event.

(a) Abraham

(b) Hitler

(c) Donald

(d) David

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(Old Course)

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[Max. Marks : 50

- Instructions :**
- (1) All Questions in **Section – I** carry equal marks.
 - (2) Attempt any **TWO** questions in **Section – I**.
 - (3) Question **V** in **Section – II** is **Compulsory**.

Section – I

(Attempt any two questions from Section – I)

1. (A) Answer any **four** questions in **brief**. **12**
 - (1) How does **Dmitritch** propose to spend the money ?
 - (2) Why did **Lantin's** wife cherish the morocco box so much ?
 - (3) Why did **Ha'penny** suddenly fall ill ?
 - (4) Who were **Subha's** friends ?
 - (5) What was the wonderful sight seen by the **Giant** ?
- (B) Write a short note on any **one**. **8**
 - (1) The surprise ending of the story – 'the Jewellery'
 - (2) The last days of **Ha'penny**
 - (3) The character sketch of **Subha**

2. As a customer, draft a letter to the Bank Manager complaining about wrongful dishonour of a cheque. 20

OR

Draft a letter to your Branch Manager intimating the loss of a Credit Card.

3. As a shareholder of Tata Industries Ltd., write a letter to the Secretary expressing your deep concern about declining profits of the company. 20

OR

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

4. (A) Match the following : 14

A	B
(1) Illiterate	one who gives life for noble cause
(2) Gullible	one who does not drink alcohol
(3) Vegetarian	one who is not able to read or write
(4) Pseudonym	innocent
(5) Martyr	one who believes in luck
(6) Teetotaller	pen name
(7) Fatalist	one who does not eat meat

- (B) Give meaning of any **three** of the following words :

- (1) Biography
- (2) Flexible
- (3) Impossible
- (4) Maiden
- (5) Netiquette
- (6) Teenager

Section – II
(Compulsory)

10

5. Choose the appropriate options (any five) :

- (1) What was the annual income of Ivan Dmitritch ?
(a) Fifteen hundred (b) Twelve hundred
(c) Twenty hundred (d) Ten hundred
- (2) Ivan Dmitritch's wife's name is _____
(a) Masha (b) Natasha
(c) Mala (d) Basha
- (3) M. Lantin was _____ in the office of the Minister of the Interior.
(a) a manager (b) an accountant
(c) a watchman (d) a chief clerk
- (4) What was the price of the necklace ?
(a) Twenty thousand francs (b) Thirty thousand francs
(c) Twenty five thousand francs (d) Twenty two thousand francs
- (5) The story *Ha'penny* is written by _____.
(a) Richard Wright (b) Alan Paton
(c) R.K. Narayan (d) None of these
- (6) Subha lived in a village called _____.
(a) Rampur (b) Monpur
(c) Chandipur (d) None of these
- (7) Subha was _____.
(a) deaf (b) dumb
(c) blind (d) handicap
- (8) The Giant had stayed with his friend for _____ years.
(a) five (b) ten
(c) seven (d) fifteen

(9) *The Selfish Giant* is written by _____

(a) Tagore

(b) Oscar Wilde

(c) R.K. Narayana

(d) None of these

(10) The ghost got into the house on the night of _____ 17, 1915.

(a) November

(b) February

(c) May

(d) December

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