

MI2-111

December-2016

B.Com., Sem.-III**CC-204 : Commercial Communication – III**
(Text : Vignettes of Life)**Time : 3 Hours]****[Max. Marks : 70**

- Instructions :** (1) Mention clearly the option you attempt.
(2) Figures to the right indicate full marks.

1. Answer briefly any **seven** of the following questions :
- (1) Why does Dmitritch tell his wife that he would like to go abroad ?
 - (2) How did Lantin react to his wife's death ?
 - (3) How did Ha'Penny describe his family's background ?
 - (4) What is the irony behind Subha's name ?
 - (5) Why did the Giant love the little boy the best ?
 - (6) Why did Harman want to stay with his mother ?
 - (7) How did Dmitritch propose to spend money ?
 - (8) Describe the difference in the attitudes of Shubha's parents.
 - (9) How was the problem of phoning the police solved ?

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

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- (1) Humour in '*The Night the Ghost Got In*'.
- (2) The appropriateness of the title '*The Jewellery*'.
- (3) Ivan Dmitritch

Draft a letter to your Branch Manager informing about the error in the last two bank statements.

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OR

Draft a letter to the Branch Manager, Punjab National Bank, Satellite, Ahmedabad asking for an annual statement of Housing loan.

4. On behalf of a shareholder of a Joint Stock Company, write a letter to the company secretary complaining about non-credit of dividend.

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OR

As a company secretary, write a suitable reply to a shareholder who has complained about non receipt of annual report of the company.

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

The Japanese games giant Nintendo has released an app that is taking the world by storm. The next big thing, and new Internet sensation, is an augmented reality game called Pokémon Go. Players must physically move around the real world in order to capture mystical creatures called Pokémon (short for pocket monsters). It was only officially released last week, in the U.S.A., New Zealand and Australia. It is about to overtake Twitter in the number of daily active users and it hasn't even been launched globally yet. Analysts' report that in just 48 hours, Go was installed on 5.6 percent of all Android devices in the U.S.A. On average, users are spending twice as much time on Go than on apps like Snapchat.

Pokémon Go has already jumped to the top of the App Store and Google Play Store. It is also having an unprecedented social impact. Hackers have targeted illegal copies of the app to infect millions of smart phones. Other criminals have used the game to lure unsuspecting players to go to a location to collect a Pokémon character and then rob them or burgle their empty house. The app tracks your location via GPS as you walk around looking for Pokémon. The website PCmag.com advised : "Don't go walking around neighbourhoods late at night for your Pokémon fix.... If you can collect Pokémon... in public, crowded areas, we recommend doing that instead of shady spots at two a.m."

Questions :

- (1) What kind of game is Pokémon Go ?
- (2) What do players have to capture ?
- (3) What kind of impact did the article say Pokémon Go is having ?
- (4) Where did the website recommend collecting Pokémon ?

(b) Do as Directed :

(1) Give one word substitute for the following :

- (i) no longer in use
- (ii) without any name or author

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

- (i) amicable
- (ii) honorarium

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

(i) Timid

- (A) unafraid
- (B) nervous
- (C) brave
- (D) courageous

(ii) Gullible

- (A) knowledgeable
- (B) unbelieving
- (C) perceptive
- (D) foolish