

Seat No. : 2160

DA-110

December-2017

B.Com., Sem.-III

Commercial Communication – III
(Text : The Vignettes of Life)

Time : 3 Hours]

[Max. Marks : 70

- Instructions : (1) All questions are compulsory.
(2) Figures to the right indicate the marks.

1. Answer the following questions in brief : (any seven) 14
- (1) Describe the girl with whom Lantin fell in love.
 - (2) What are the two 'weaknesses' that Lantin did not like in his wife?
 - (3) Who were Subha's friends?
 - (4) Why did Ha'penny suddenly fall ill?
 - (5) Why did Spring not come into Selfish Giant's garden?
 - (6) Who is Mrs. Betty Maarmam?
 - (7) What did the Policemen do to trace the noises?
 - (8) Who did grandfather think the police were?
 - (9) What is the irony behind Subha's name?
2. Write Short Notes on any two of the following : 14
- (1) The Selfish Giant
 - (2) The Character of Ivan Dmitritch
 - (3) The Lottery Ticket – A Study of Human Psychology
 - (4) The Character Sketch of Subha.
3. Write a letter to the Manager of Axis Bank, Navrangpura, Ahmedabad intimating him about the loss of your Credit card. 14
- OR**
- Draft a letter on behalf an account holder to the Manager of SBI Bank, Narol Branch, Ahmedabad requesting him to stop the payment of a cheque drawn by you.
4. Write a letter from a Shareholder to the Company Secretary of The Reliance Pvt. Ltd. Company complaining about non-allotment of shares. 14
- OR**
- As the Company Secretary, write a suitable reply to the shareholder for non-credit of Dividend.

5. (A) Read the following paragraph carefully and answer the questions given below : 08

Advertisement is a form of communication for marketing and used to encourage, persuade or manipulate and attract the audience or customers to continue to take some new action. Most commonly the desired result is to drive consumer behaviour respect to commercial offering, although political and ideological advertising is also common. Impact of advertising can be summed up as one that is significant in society. Advertising can have wide-ranging impact on society more specially on youth. Some critics suggest that advertising promotes a materialistic way of life by leading people to believe that happiness is achieved by purchasing products. They argue that advertising creates a consumer culture in which buying exciting new products becomes the foundation of the society's values, pleasures and goals. Youth advertising is an important determinant of consumer behaviour. There are some scientists who believe that studying youth consumer behaviour is a negative thing because they believe that youth are more influenced by advertising messages than adults are. While other scientists believe that youth marketing is a good thing because it helps to define who they are as a consumer. Therefore, the advertising industry views youth in society as a viable market segment, because of their immature understanding of the media and its dazzling impact on the young undeveloped brains. On that note, it has been proven that requests by youth for advertised products decrease as they mature.

- (1) Why advertising is used for marketing ?
- (2) What are the effects of advertising on youth, as suggested by some critics ?
- (3) What are the views of scientists studying youth consumer behaviour ?
- (4) Why do the advertisers view the youth as a possible market segment in society ?

- (B) Do as directed :

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

- (a) Written account of person's life, by someone else
- (b) Unable to read and write

- (2) Explain the following one-word substitutes:

- (a) Autobiography
- (b) Edible

- (3) Choose the correct option :

- (a) The meaning of 'Extempore' :

- | | |
|----------------------|-------------------------|
| (1) With preparation | (2) Without preparation |
| (3) With prestige | (4) With protest |

- (b) Another word for 'inevitable':

- | | |
|-----------------|---------------|
| (1) Unavoidable | (2) Unsolved |
| (3) Unlovable | (4) Unanimous |