

OC-101

October-2019

B.Com., Sem.-III

Commercial Communication - III 204 : CC-III Text : The Vignettes of Life (Old)

Time : 2:30 Hours]

[Max. Marks : 70

1. (A) Answer the following questions in brief : (Any Three) 9
- (1) Describe the difference in the attitudes of Subha's parents.
 - (2) How did Ha'penny describe his mother ?
 - (3) What did the Giant do when he saw a little boy weeping in the garden ?
 - (4) What did the Policemen do to trace the noises ?
 - (5) Who did grandfather think the police were ?
- (B) Write a short note on any one of the following : 8
- (1) The Selfish Giant
 - (2) The Lottery Ticket- a study of human psychology
 - (3) The Character sketch of Subha
2. Write a letter to the Manager of Dena Bank, Naranpura, Ahmedabad intimating him about the loss of your Debit Card. 17
- OR**
- Draft a letter on behalf an account holder to the Manager of Axis Bank, Main Branch, Surat, requesting him to stop the payment of a cheque.
3. Write a letter from an applicant to the Company Secretary of The Tata Birla Pvt. Ltd. Company complaining about non-allotment of shares. 17
- OR**
- As the Company Secretary, write a suitable reply to the shareholder for non-credit of Dividend.

4. (A) Read the following paragraph carefully and answer the questions given below. 10

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 are the advertisers view the youth as a possible market segment in society ?
- (5) Give a suitable title of the paragraph.

- (B) Match the following :

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A	B
(1) Extempore.	(a) Against the Law
(2) Autobiography	(b) Without Preparation
(3) Eternal	(c) Story of One's Own
(4) Amicable	(d) Calm State of Mind
(5) Illegal	(e) Pleasant
(6) Equanimous	(f) Immortal

- (C) Give the meaning of the following words :

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- (1) Glutton
- (2) Bakery
- (3) Immigrant

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October-2019

B.Com., Sem.-III

Commercial Communication - III
204 : CC-III Text : Colours of Life
(New)

Time : 2:30 Hours]

[Max. Marks : 70

1. (A) Answer the following questions in brief : (Any Three)

- (1) Why was the statue of Happy Prince weeping ?
- (2) Why was the boy glad when father was absent ?
- (3) How will Abraham Lincoln's offer help his step-brother ?
- (4) What did the grandmother do before she passed away ?
- (5) Who helped Jesse Owens during qualifying jumps ? How ?

(B) Write a short note on any one of the following :

- (1) Relationship between the Swallow and the Prince
- (2) The character of the grandmother
- (3) Abraham Lincoln's advice to his brother

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

- (1) Qualities of Good Leaders
- (2) Importance of Time Management
- (3) Business Ethics and Etiquettes

3. Write a letter to the Manager of Axis Bank, Navrangpura, Ahmedabad intimating him about the loss of your Credit Card.

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.

4. Do as Directed :

(A) Match the following :

A	B
(1) Extempore	(a) Against the Law
(2) Autobiography	(b) Without Preparation
(3) Eternal	(c) Story of One's Own
(4) Amicable	(d) Calm State of Mind
(5) Illegal	(e) Pleasant
(6) Equanimous	(f) Immortal

(B) Give the meaning of the following words :

- (1) Glutton
- (2) Biography
- (3) Bakery

(C) Choose the appropriate options for the following :

- (1) Lincoln's brother wanted to borrow _____ dollars.
(a) eighty (b) hundred (c) thousand
- (2) The grandmother fed _____ in the city.
(a) dogs (b) cats (c) sparrows
- (3) Jesse Owens participated in _____ event.
(a) swimming (b) high jump (c) long jump
- (4) The statue was gilded all over with thin leaves of _____.
(a) fine gold (b) silver (c) copper
- (5) The father worked as a _____ in a drug store.
(a) night watchman (b) pharmacist (c) night porter

(D) State whether the following statements are TRUE or FALSE :

- (1) The Swallow agreed to help the Happy Prince.
- (2) The boy's father left the family.
- (3) Abraham Lincoln cared for his step-brother.
- (4) The grandmother fed the stale bread to the village dogs.
- (5) Owens did not follow the advice of Luz Long.