

# AQ-127

April-2017

B.Com., Sem.-IV

## 209 : Commercial Communication – IV (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. Write brief answers of any seven of the following :

14

- (1) Why was the grandfather chosen to serve on the committee ?
- (2) Why was the daughter-in-law upset ?
- (3) What made Khanna's father take a sudden interest in religion ?
- (4) Why did Khanna's father stop talking to Radhey Mohan ?
- (5) What are Taipan's retirement plans ?
- (6) What were the two things that the narrator was well aware of ?
- (7) What was the blunder committed by Scoresby ?
- (8) What according to Taipan was the only thing that mattered ?
- (9) What was the grain merchant's condition about giving donation ?

2. Attempt any two short notes :

14

- (1) Taipan
- (2) Scoresby
- (3) Diamond Rice – A Satire

3. Define Upward Communication and mention its objectives, advantages and limitations.

14

OR

Write a detailed note on various personal barriers.

4. Draft a letter of negotiation for better terms and conditions for a new agency.

14

OR

As a Principal write a letter of termination of agency.

5. (A) Draft a circular announcing increase in price.

7

**OR**

Write a circular letter to your dealers about the details of the new premises.

(B) Do as directed :

7

I. Match the following :

**A**

Child's play

In a nut shell

To look into

Himalayan Task

**B**

To inquire

An easy task

Very tough task

Briefly

II. Give meaning of : Sailing in the same boat  
Now and then  
At the spur of the moment

\_\_\_\_\_