

AL-101

April -2018

B.Com., Sem.-IV

209 : Commercial Communication – IV

Time : 3 Hours]

[Max. Marks : 70

1. Write brief answers of any seven of the following :

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- (1) Why was the Sanskrit teacher chosen to serve on the committee ?
- (2) Describe the physical appearance of Kondiah, the grain merchant.
- (3) What is the message of the story Diamond Rice ?
- (4) Was Dr. Khanna's trip to India really a success ?
- (5) Why did Kundan Lal begin to shave every day ?
- (6) Describe the Taipan's memories of having high tea every evening after school.
- (7) Why did the Taipan want to make a second visit to the cemetery in the company of the overseer ?
- (8) Who was Scoresby ? What was special about him, according to the clergyman ?
- (9) How did Scoresby's blunder in the Crimean war bring victory to the English army ?

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

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- (1) The Grain Merchant-Kondiah
- (2) The Vanity of human life stressed in the story of the Taipan
- (3) *The Diamond Rice* – a satire.

3. Discuss in detail Physical Barriers to Communication.

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OR

Define Downward Communication and mention its objectives, advantages and limitations.

4. Write a letter on behalf of Capital Traders, Sabarmati, Ahmedabad surrendering an agency.

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OR

Draft a letter on behalf of the Principal terminating the agency.

5. (A) Draft a circular to the dealer on behalf of Mahi Tech Electronics Ltd., intimating about the opening of a new branch of the company. 7

OR

Write a circular letter to your dealers intimating the change of Marketing Executive.

- (B) Do as directed : 7

- (I) Match the following :

A	B
(1) to set off	(a) quick in action
(2) to give up	(b) loud public protest
(3) fleet of foot	(c) to start a journey
(4) a hue and cry	(d) to leave

- (II) Give meaning of the following :

- (1) As busy as a bee
 - (2) Child's play
 - (3) To pass away
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