

Seat No. : 16500

MO-114

March-2019

B.Com., Sem.-IV

Commercial Communication – IV (Text : The Colors of the Life) (New)

Time : 2:30 Hours]

[Max. Marks : 70

Instruction : Figures to the right side indicate marks.

1. (A) Write brief answers of any **three** of the following : 9
- (1) Where does the king go to seek answers to his questions ? Why ?
 - (2) What did Laxmibai's horoscope reveal ?
 - (3) What preparation does Bose talk about ?
 - (4) How did the Jolly policeman help the old man and Alan ?
 - (5) Why did Kali admire and worship children ?
- (B) Write short note on any **one** of the following : 8
- (1) Subhash Chandra Bose's address to the soldiers
 - (2) Title – *Playing the Game*
 - (3) Laxmibai
2. Write a letter to the Karnavati University to sponsor a seminar for awareness of RTI Act. 17
- OR**
- Draft a letter to a corporate hospital to organize a free medical checkup in your area.
3. Write a letter on behalf of Maan Traders, Motera, Ahmedabad explaining the reasons for a decline in sales. 17
- OR**
- On behalf of the Principal, draft a letter terminating an agency.
4. Do as directed : 19
- (A) Match the following :
- | A | B | |
|-------------------------|---|-----|
| (1) To bring up | (a) To continue with a good performance | (2) |
| (2) Keep it up | (b) To cancel | (3) |
| (3) To call off | (c) On a sudden impulse | (4) |
| (4) By leaps and bounds | (d) To rear | (1) |
| (5) To pass away | (e) Whole and sole | (6) |
| (6) All in all | (f) To die | (5) |

(B) Give meanings of the following idioms :

- (1) A hue and cry
- (2) Beat about the bush
- (3) Himalayan task

(C) Choose the appropriate option :

(1) What was the original name of Laxmibai ?

- (a) Manikarnika (b) Maniratna (c) Manidevi

(2) The ambition of Subhash Chandra Bose was

- (a) to train soldiers
(b) to defeat the army
 (c) to equip an army to capture freedom

(3) Alan was a lover of

- (a) films (b) sports (c) books

(4) What did Kali buy for the children ?

- (a) Sweets (b) Pencils (c) Toys

(5) The Hermit lived in a/the

- (a) Tent (b) Hut (c) Ashram

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

(1) The king easily recognised his enemy the wounded man.

(2) Laxmibai was brave even when she was a child.

(3) The price of freedom is blood according to Bose.

(4) Alan did not like helping the old man.

(5) Kali wished he had gone to the school.

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(Text : The Vignettes of Life)
(Old)

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1. (A) Write brief answers of any **three** of the following :
- (1) Why was the grandfather chosen to serve on the committee ?
 - (2) On the way, back from the town, what did Khanna's father do ?
 - (3) What are Taipan's retirement plans ?
 - (4) What made Khanna develop a strange disease – a burning sensation in his feet ?
 - (5) What according to the clergyman is the best thing that can befall a man in the story 'Luck' ?
- (B) Write short note on any **one** of the following : 8
- (1) Kondiah : The Grain Merchant.
 - (2) Taipan – a story of overweening ambition.
 - (3) Evaluate Scoresby's character
2. Discuss in detail Personal barriers to Communication. 17
- OR**
- Write a note on Downward Communication. Point out its objectives, advantages and limitations.
3. Write a letter on behalf of The Earth Sales Agency to its Principal giving suitable explanation for decline in sales. 17
- OR**
- Draft a letter on behalf of the Principal offering terms and conditions for its agency.
4. (A) Draft a circular informing your customers the shifting of your firm to another premises. 10
- OR**
- Draft a circular letter to inform your dealers about intimating the dismissal of an employee.

(B) Match the following :

A

- (1) To set off
- (2) At the spur of the moment
- (3) To get along with
- (4) Himalayan task
- (5) In a nutshell
- (6) To abide by

B

- (a) Very rapidly
- (b) To start
- (c) Huge task
- (d) To adjust
- (e) To follow the rule
- (f) Briefly

(C) Give meaning of the following :

- (1) Heaven knows
 - (2) Not to be on speaking terms
 - (3) Beat about the bush
-

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