

Seat No. : _____

AQ-114

April-2022

B.Com., Sem.-IV

209 : Commercial Communication-IV
(Text : Colours of Life)

Time : 2 Hours]

[Max. Marks : 50

- Instructions :**
- (1) All Questions in Section-I carry equal marks.
 - (2) Attempt any **Two** questions in Section-I.
 - (3) Question-5 in Section-II is **COMPULSORY**.

SECTION – I

(Attempt any **Two** questions from Section-I)

1. (A) Answer any **four** questions in brief : **12**
 - (1) What was Hermit's answers to the three questions ?
 - (2) What were Rani Laxmibai's last words ?
 - (3) What was the reason for the king to adopt the son ?
 - (4) How does Subhash Chandra Bose arouse nationalistic feelings among soldiers ?
 - (5) What was the ambition of Subhash Chandra Bose ?
 - (6) What support did Alan get from his parents ?
 - (7) How did Kali show his love for children ?
- (B) Write a short note on any **one** : **8**
 - (1) Life of Kali
 - (2) Alan's love for cricket
 - (3) Appropriateness of the title, 'Three Questions'

2. Write a letter to a private company, requesting it for donation to set up a library in slum area of Ahmedabad. 20

OR

Write a letter to a corporate bank to arrange an awareness seminar in your college on digital banking.

3. Write a letter to an agent, offering terms and conditions for an agency of an electronic product. 20

OR

Write a letter to a principal, surrendering the agency of Healthy cycles.

4. (A) Match the following : 12

A

B

- | | |
|-------------------|---------------------------|
| (1) All in all | (a) To make a short visit |
| (2) Child's play | (b) To postpone |
| (3) Now and Then | (c) To collapse |
| (4) To call on | (d) Most important |
| (5) To break down | (e) Occasionally |
| (6) To put off | (f) Easy to perform |

(B) Give meanings of the following idioms : (Any Four) 8

- (1) In a nutshell
- (2) Ifs and buts
- (3) Keep it up
- (4) Beat about the bush

SECTION - II

(Compulsory)

5. Choose the appropriate options : (Any Five)

10

(1) The hermit lived in a _____.

- (a) hut (b) ashram
(c) temple (d) forest

(2) The hermit was known for his _____.

- (a) devotion (b) wisdom
(c) love (d) reputation

(3) Rani Laxmibai was born in _____.

- (a) Agra (b) Vrundavan
(c) Varanasi (d) Gwalior

(4) Rani's mother called her _____.

- (a) Lado (b) Manu
(c) Rani (d) Sherani

(5) According to Bose, the price of freedom is _____.

- (a) liberty (b) independence
(c) blood (d) All of the above

(6) The _____ of Indian independence has been heard.

- (a) drums (b) bugle
(c) trumpet (d) whistle

(7) A _____ policeman helped Alan.

- (a) Jolly (b) head
(c) senior (d) junior

(8) The boys gave Alan _____.

(a) gifts

(b) chocolates

(c) crackers

(d) None of the above

(9) _____ were bought by Kali for children.

(a) sweets

(b) ice creams

(c) fruits

(d) gifts

(10) Kali lived with _____

(a) friends

(b) wife

(c) family

(d) two fellow-occupants
