

Seat No. : 22208

AK-121

April-2015

B.Com., Sem.-IV

Commercial Communication – IV

(The Vignettes of Life)

Time : 3 Hours]

[Max. Marks : 70

1. Write brief answers of any **seven** of the following : 14
- (1) Describe the physical appearance of the grain merchant.
 - (2) On what condition did the grain merchant promise to donate money to the temple ?
 - (3) Give a brief description of Radhey Mohan's appearance and profession.
 - (4) What did Khanna's father wear on his feet when he had no money to buy shoes ?
 - (5) Why did Khanna's father want to shave every day ?
 - (6) Why is the taipan reluctant to visit England ?
 - (7) What was written in the letter people found clutched in the dead taipan's hand ?
 - (8) What were the two things of the clergyman that the narrator was well aware off ?
 - (9) Why did the clergyman want to accompany Scoresby ?
2. Write short notes on any **two** of the following : 14
- (1) **Diamond Rice** – a story on general corruption
 - (2) **Taipan** – a story of overweening ambition
 - (3) **Character sketch** of Scoresby.
3. **Semantic** barriers occur when the sender and receiver have different understandings of the message sent. – Explain in detail with a note on Semantic barriers. 14

OR

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

4. Write a letter on behalf of Mahavir Traders, C.G. Road, Ahmedabad surrendering an agency.

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OR

As a Principal, write a letter reprimanding the agent for a decline in sales.

5. (A) Draft a circular to the dealer on behalf of Mahima Plastics Ltd., intimating about the opening of a new branch of the company.

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OR

On behalf of Shree Krishna Garments, write a circular to the dealer announcing a seasonal discount.

- (B) Do as directed :

- (1) Match the following :

A

B

- | | |
|-------------------------|---------------------|
| (1) A hue and cry | (a) very rapidly |
| (2) Now and then | (b) excuse |
| (3) ifs and buts | (c) occasionally |
| (4) by leaps and bounds | (d) a public clamor |

- (2) Give meanings of the following :

- (1) beat about the bush
 - (2) at the spur of the moment
 - (3) as busy as a bee
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