

Seat No. : 13179

ZE-125

May-2014

B.Com., Sem.-IV

Commercial Communication-IV

Time : 3 Hours]

[Max. Marks : 70

1. Write brief answers of any seven of the following : 14
- (1) Why was the grandfather chosen to serve on the committee ?
 - (2) What did Kondiah do when he received an order for rice on the phone ?
 - (3) Explain why Dr. Khanna's four week trip to India is described as a success.
 - (4) Give a brief description of Radhey Mohan's appearance and profession.
 - (5) On the way, back from the town, what did Khanna's father do ?
 - (6) What are the Taipan's retirement plans ?
 - (7) What made the Taipan wish that he had not gone into the cemetery ?
 - (8) Why did the clergyman refer to his coaching of Scoresby as an act of charity ?
 - (9) What was "the thing" that kept the clergyman always in a sweat of apprehension ?
2. Write short notes on any two of the following : 14
- (1) Kondiah : The Grain Merchant
 - (2) The character sketch of Dr. Khanna
 - (3) The Vanity of human life stressed in the story of the Taipan
3. Write a detailed note on the personal barriers to communication. 14
- OR**
- Define Upward Communication and point out its objectives, advantages and limitations.
4. Write a letter of application on behalf of M/s. Krishna Traders, for obtaining an agency. 14
- OR**
- Draft a letter on behalf of the Principal terminating the agency.

5. (A) Draft a circular letter on behalf of a manufacturer announcing an **increase in prices** of their products. 7

OR

Draft a circular letter to inform your dealers about **intimating the** dismissal of an employee. 7

- (B) Do as directed :

- (1) Match the following :

(A)	(B)
(1) All in all	(a) briefly
(2) Keep it up	(b) altogether
(3) To meddle with	(c) to interfere
(4) In a nutshell	(d) to maintain

- (2) Give **meanings** of the following :

- (1) **Hat-trick**
(2) **To look into**
(3) **Not one's cup of tea**
-