



Seat No. : 11030

**XZ-139**

26 April-2013

**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) Who are the members of the Temple Construction Committee ?
  - (2) Describe the physical appearance of the grain merchant.
  - (3) On what condition did the grain merchant promise to donate money to the temple ?
  - (4) Name the university in which Dr. Khanna was working as a Physicist.
  - (5) What did Khanna's father wear on his feet when he had no money to buy shoes ?
  - (6) Describe the Taipan's memories of having high tea every evening after school.
  - (7) What was written in the letter, people found clutched in the dead Taipan's hand ?
  - (8) What were the two things that the narrator of Mark Twain's story 'Luck' was well aware of ?
  - (9) What according to the Clergyman is the very best thing that can befall a man ?
2. Write short notes on any **two** of the following : 14
- (1) The story 'Diamond Rice' as a satire on society.
  - (2) The character of the Taipan.
  - (3) Scoresby's sudden rise to success.
3. Write a note on the physical barriers to communication. 14
- OR**
- Discuss in detail 'Downward Communication'.
4. Draft a letter of application for obtaining an agency for electronic appliances for the State of Gujarat. 14
- OR**
- On behalf of the Principal, write a letter to the agent reprimanding him for unsatisfactory performance in his area.

5. (a) Draft a circular letter on behalf of a manufacturer announcing a seasonal discount. 7

**OR**

Draft a circular letter to inform your dealers about the change of the Marketing Executive of your company.

- (b) Do as directed : 7

- (1) Match the following :

**A**

- (1) as busy as a bee
- (2) sailing in the same boat
- (3) to call off
- (4) to stand-by

**B**

- in the same situation
- cancel
- to support
- very busy person

- (2) Give meanings of the following :

- (i) Child's play
  - (ii) To care for
  - (iii) To keep one's eyes on
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