

Seat No. : \_\_\_\_\_

**N14-109**

November-2014

**B.Com., Sem.-V**

**304 : Commercial Communication – V**

**Time : 3 Hours]**

**[Max. Marks : 70**

1. (a) Answer any **four** questions in brief : 12
- (1) Why was the king's arena built ?
  - (2) When the king learned about the love affair of his daughter what did he decided to do ?
  - (3) What did Della decide to do in order to buy a gift for her husband ?
  - (4) What did the sniper do to satisfy his curiosity at the end of the story ?
  - (5) What happened when the black boy went to the grocery store by himself for the first time ?
  - (6) How had the astrologer mastered the art ?
- (b) State whether the following statements are true or false : 2
- (1) The sniper's face was that of a toughened terrorist.
  - (2) The astrologer wore a saffron-coloured turban around his head.
2. (a) Write a short note on any **one** : 8
- (1) The **Ending of the** story – 'The Gift of the Magi'
  - (2) The **theme of the** story – 'An Astrologer's Day'
  - (3) The **princess** and the fate of her lover.
- (b) Choose the appropriate options : 6
- (1) When an accused walked into the arena, how many doors was he expected to choose from ?  
(a) Three                      (b) Two                      (c) Four
  - (2) How much money did Della get from selling her most prized possession ?  
(a) Twenty dollars      (b) Twenty-one dollars      (c) Twelve dollars
  - (3) In the closing line of the story what does the author call Della and her husband ?  
(a) Fools                      (b) Selfish individuals      (c) Magi
  - (4) Whose face did the sniper look into when he turned the dead body ?  
(a) His father              (b) His best friend      (c) His brother

- (5) Who was the black boy threatened by on his way to the store ?  
(a) A gang of boys  
(b) A group of old women  
(c) The ghost of a dead woman
- (6) What did the Astrologer see as mankind's troubles ?  
(a) Marriage and money  
(b) Money, success and peace  
(c) Marriage, money and the tangles of human ties

3. Write a simple questionnaire on any **one** :

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- (1) Lifestyle and Socio-economic Conditions of Working Women.  
(2) College students' habits of using Social Media.  
(3) Consumer's Preference for a Tooth-paste.

4. Write a letter on behalf of a mediclaim policy holder to the Oriental Insurance Company Limited, Navrangpura, Ahmedabad, making a claim for a medical reimbursement of the mediclaim policy.

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**OR**

As from the nominee draft a letter to Life Insurance Corporation of India claiming full benefits of Life Insurance Policy due to death of the policy holder.

5. (a) Read the following passage and select the correct options :

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(N.B. : Write the answers only instead of reproducing the whole passage)

Arnav Vankar was a boy of eight. His home was not (1) school. So he often walked there and back everyday. On his way to school, he (2) a playground. There was much water in it when it rained. One day when Arnav came home, he was all wet. His mother became (3) and said, " (4) in the water on your way." The next day Arnav came back very wet again. His mother became even angrier. She thought Arnav was afraid (5) his father because he was strict with his son. So she told him, "I will tell your father if you come home wet again". Two days (6) , it was raining hard when Arnav came home. But this time his clothes were dry. His mother became happy and said, "You're a good boy today. You didn't play in the water." "No," Arnav said angrily, "there were so (7) strong boys in the water when i got there this afternoon. There wasn't any room for me at all !"

Blank 1 :

- (a) far from      (b) far away to      (c) far within      (d) from near

Blank 2 :

(a) uses to pass (b) used passed (c) used to passed (d) used to pass

Blank 3 :

(a) glad (b) angry (c) pleased (d) happy

Blank 4 :

(a) Don't play (b) Doesn't play (c) Didn't play (d) Didn't played

Blank 5 :

(a) of (b) to (c) by (d) with

Blank 6 :

(a) late (b) latest (c) later (d) letter

Blank 7 :

(a) too many (b) more (c) much (d) many

(b) Do as Directed :

(1) Match the following :

**A**

En route

Consensus

Modus operandi

Lacuna

**B**

Collective opinion

Empty part

On the way

Style of working

(2) Give meanings of the following :

Per annum

Debris

In toto

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