

# NO-101

November-2017

B.Com., Sem.-V

304 : Commercial Communication – V

Time : 3 Hours]

[Max. Marks : 70

1. (a) Answer any **four** questions in brief : 12
- (1) What did Della buy for Jim ? How much did she pay for it ?
  - (2) Why was the king's arena built ?
  - (3) What did the black boy's mother do to support her children ? What did she tell them when she was in despair ?
  - (4) Why did the black boy refrain himself from going out ?
  - (5) Why did the astrologer run from his village ?
  - (6) What did the sniper do to satisfy his curiosity at the end of the story ?
- (b) State whether the following statements are **true or false** : 2
- (1) The arena of the king was built to give the people opportunity of seeing performances by gladiators.
  - (2) The astrologer wore a saffron-coloured turban around his head.
2. (a) Write a short note on any **one** : 8
- (1) The character of the Republican sniper
  - (2) The Princess and the fate of her lover.
  - (3) The character of the astrologer
- (b) Choose the appropriate options : 6
- (1) What gift did Della's husband buy for her ?
    - (a) A gold chain
    - (b) Pure tortoise-shell combs
    - (c) A heart-shaped pendant
  - (2) What did the black boy's mother give him on his third visit to the store ?
    - (a) Money
    - (b) Money and a note
    - (c) Money, a note and a stick
  - (3) What did the astrologer apply on his forehead to complete his look ?
    - (a) Sacred ash and vermilion
    - (b) Vermilion
    - (c) Turmeric paste and ash
  - (4) When the accused walked into the arena how many doors was he expected to choose from ?
    - (a) Three
    - (b) two
    - (c) one
  - (5) To which political group did the sniper belong ?
    - (a) Communist
    - (b) Free Stater
    - (c) Republican
  - (6) Who was the author threatened by on his way to the store ?
    - (a) A gang of boys
    - (b) A group of old men
    - (c) The ghost of the dead woman

3. Write a simple questionnaire on any one : 14
- (1) Lifestyle and Socio-economic conditions of Primary School Teachers.
  - (2) College students' views on participation in the Extra Curricular Activities.
  - (3) Consumers' Preference for a Tooth-paste.

4. Mr. Jyotir Joshi intends to take a life insurance policy from Life Insurance Corporation of India, Sabarmati Branch, Ahmedabad. Write a letter to the company soliciting information about various life insurance policies. 14

**OR**

Write a suitable letter on behalf of Mr. Arnav Solanki to the Branch Manager, Life Insurance Corporation of India, Motera branch, Ahmedabad intimating change of nomination.

5. (a) Read the following passage and select the correct options : 7

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

Swami Vivekananda was an eager learner. There was an earnest longing (1) knowledge in him. He wanted to know everything that was around him. He always tried (2) everything and this spirit of inquiry had made him unpopular sometimes. People did not like this young man (3) seemed to be questioning all the time. His Guru Shri Ramkrishna Paramhansa alone understood the spirit that made his (4) so very inquisitive. Shri Ramkrishna (5) was repeatedly questioned by this disciple on many subjects. However, instead of being annoyed, Shri Ramkrishna would encourage him to judge everything, to test everything before accepting them as true. He (6) not go much into details while teaching Swamiji. He knew that infinite knowledge was all stored up in his beloved devotee. It was enough to make Swamiji (7) of his potentialities and of the great role that he was to play in the future.

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|-----------------------------|------------------|-----------------|
| Blank 1 : (A) with          | (B) for          | (C) on          |
| Blank 2 : (A) to understand | (B) understood   | (C) understands |
| Blank 3 : (A) which         | (B) who          | (C) whose       |
| Blank 4 : (A) disciple      | (B) master       | (C) enemy       |
| Blank 5 : (A) herself       | (B) themselves   | (C) himself     |
| Blank 6 : (A) do            | (B) did          | (C) had         |
| Blank 7 : (A) unconscious   | (B) subconscious | (C) conscious   |

- (b) Do as directed :

- (1) Match the following :

A	B
En masse	Annually
In camera	In proportion
Per annum	In a mass or crowd / altogether
Pro rata	Behind closed door / privately

- (2) Give the meaning of the following :

Proximo  
In toto  
Lacuna