

Seat No. : 3143

NI-127

November-2018

B.Com., Sem.-V

Commercial Communication-V

Time : 2:30 Hours]

[Max. Marks : 70

Instruction : Figures in the right side in the parenthesis indicate marks.

1. (A) Answer any **three** questions in brief : 9
- (1) Describe the king in the story *The Lady, or The Tiger*.
 - (2) What did Della decide to do in order to buy a gift for her husband ?
 - (3) What did the sniper do to satisfy his curiosity at the end of the story ?
 - (4) What happened when the black boy went to the grocery store by himself for the first time ?
 - (5) How had the **astrologer** mastered the art ?
- (B) Write a short note on any one : 8
- (1) The title for this story – *The Gift of the Magi*.
 - (2) The **ironic** ending of the story – *The Sniper*
 - (3) The theme of the story – *An Astrologer's Day*
2. Write a simple questionnaire on any one : 17
- (1) Life-style and socio-economic conditions of factory workers.
 - (2) College Students' views on CBCS-Semester System.
 - (3) Consumers' Preference for a Mobile Phone.
3. Write a suitable letter to the Branch Manager, Life Insurance Corporation of India, Sabarmati Branch, Ahmedabad asking for a loan against your existing life insurance policy. 17

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 correspondence address.

4. Do as directed :

(A) Match the following :

A	B
2 (1) Caveat emptor	Out of goodness
F (2) Ex-gratia	Let the buyer beware
2 (3) Debris	As a matter of form
P (4) Pro forma	a gap or missing part
W (5) Mala fide	Wreckage
o (6) Lacuna	In bad faith

(B) Give meanings of the following :

Ex-officio, Locus standi, Pro rata

(C) Choose the appropriate option:

(1) What lent an interest to the day of trial on the part of onlookers ?

- (a) Element of humour
- (b) Element of uncertainty
- (c) Desire for good food

(2) Which of her possessions did Della decide to sell in order to buy her husband's gift ?

- (a) Her beautiful hairs
- (b) Her golden necklace
- (c) Her diamond ring

(3) Where was the sniper hit ?

- (a) In his left forearm
- (b) In his right shoulder
- (c) In his right forearm

(4) What did the mother give to the little boy on his third visit ?

- (a) Money, note and a stick
- (b) Money
- (c) Money and a note

(5) 'Bombay Ice-Cream', 'Delhi Almond' and 'Raja's Delicacy' were the names used for which item ?

- (a) Candy floss
- (b) Roasted peanuts
- (c) Fried groundnuts

(D) State whether the following statements are TRUE or FALSE :

- (1) The princess knew the secret of the doors even before her lover's trial began.
- (2) Della had collected enough money to buy her husband an extravagant gift.
- (3) The enemy that the sniper had killed was actually his commander.
- (4) That night the author won the right to the streets of Memphis.
- (5) The astrologer wore a saffron-coloured turban around his head.