

# OF-118

October-2019

B.Com., Sem.-V

CC-304 : Commercial Communication-V

(Text : Petals of Life) (New)

Time : 2:30 Hours]

[Max. Marks : 70

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

1. (A) Answer any three questions in brief : 9
- (1) What announcement did M. Hamel make in the class ?
  - (2) What, according to Dr. Ambedkar, is the meaning of social democracy ?
  - (3) How did the author describe the washwoman when she came to return the washing ?
  - (4) How did the family members in the story come to know about the snake ?
  - (5) Why did Washington feel that his parting was all the more sad ?
- (B) Write a short note on any one : 8
- (1) The character of Little Franz.
  - (2) The Gentile Washwoman.
  - (3) Washington's struggle for an Education.
2. Draft a press report on any one : 17
- (1) A bus accident
  - (2) An earthquake
  - (3) An outburst of Congo fever
3. Write a suitable letter to the Branch Manager, Life Insurance Corporation of India, Motera Branch, Ahmedabad, soliciting information about a Life Insurance Policy. 17

OR

Write a suitable letter to the Branch Manager, Life Insurance Corporation of India, Navrangpura branch, Ahmedabad, asking for the surrender value of a life insurance policy.



4. Do as directed :

(A) Match the following :

A	B
1. Ad interim	Actually
2. De facto	Per year
3. Ex parte	In the mean time
4. Per annum	All together
5. Per centum	Side view
6. En mass	Percent

(B) Give meanings of the following :

Caveat emptor, Fait accompli, Per contra

(C) Choose the appropriate option :

- (1) What were the Prussian soldiers doing ?
  - (a) Drilling
  - (b) Digging
  - (c) Driving
- (2) Political democracy can be achieved :
  - (a) by exercising political power
  - (b) by imposing strict law and order
  - (c) with the help of social democracy
- (3) The old washwoman had :
  - (a) one son
  - (b) three sons
  - (c) two sons
- (4) Before leaving the snake-charmer gave :
  - (a) his equipment
  - (b) his name and address
  - (c) his identify card
- (5) Why did the author want to go to school ?
  - (a) He wanted to get proper job
  - (b) he wanted to teach there
  - (c) he wanted to get an education

(D) State whether the following statements are True or False :

- (1) M. Hamel asked the students to prepare lessons on principles.
- (2) Liberty, equality and social democracy cannot be treated as separate items in a trinity.
- (3) The author's mother did not know how to speak polish.
- (4) Dasa was asking for a grass – cutter for months.
- (5) Before coming to Hampton the author used to work at a coal mine.



# OF-118

October-2019

B.Com., Sem.-V

CC-304 : Commercial Communication-V

(Text : Gems of Wisdom) (Old)

[Max. Marks : 70]

Time : 2:30 Hours]

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

1. (A) Answer any three questions in brief : 9
- (1) What was the ritual that was followed each time an accused was presented in the king's arena ?
  - (2) Why did Della stand in front of the mirror crying ?
  - (3) What happened when the sniper threw the rifle down ?
  - (4) How did the black boy win his right to the streets of Memphis ?
  - (5) Why did the astrologer think he had committed a murder ? 8
- (B) Write a short note on any one : 17
- (1) The Ending of the story – The Gift of the Magi.
  - (2) The character of the Republican sniper.
  - (3) The Black boy's mother.
2. Write a simple questionnaire on any one.
- (1) Life-style and socio-economic conditions of primary school teachers.
  - (2) College students' study habits.
  - (3) Consumer's preference for tooth paste.
3. Write a letter on behalf of Mr. Jyotir Joshi to the Insurance company claiming medical reimbursement of the expenditure incurred during surgery in the hospital against a medi-claim 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 nomination.



Do as directed :

(A) Match the following :

- | A            | B                  |
|--------------|--------------------|
| 1. Consensus | On the way         |
| 2. De jure   | Collective opinion |
| 3. En route  | Privately          |
| 4. In camera | Per day            |
| 5. Notebene  | Legally            |
| 6. Per diem  | Take notice        |

(B) Give meanings of the following :  
Malafide, Eureka, In toto

(C) Choose the appropriate option :

- (1) What was the accused expected to do once he was married to the maiden behind the door ?  
(a) Feed her to the tiger (b) Take her home as his bride  
(c) Make her his slave
- (2) What were the Magi known for ?  
(a) Bringing valuable gifts (b) Cursing newborn babies  
(c) Casting spells
- (3) What did the sniper use to rip open the pocket of his field dressing ?  
(a) Scissors (b) His knife  
(c) Broken window glass
- (4) What did the author get from his mother when he tried to force his way past her into the house ?  
(a) A kick (b) A tight hug  
(c) A stinging slap
- (5) According to the Astrologer's recollection, what instrument had once been used on the passer-by that nearly killed him ?  
(a) A knife (b) A gun  
(c) A sword

(D) State whether the following statements are True or False :

- (1) The king was a man of exuberant fancy and irresistible authority.
- (2) The gift that Della bought for James cost her twenty-one dollars.
- (3) The old woman who came out in the street was dressed in an expensive dress.
- (4) The author's father had left them because he was dead.
- (5) All his life the astrologer had thought that he had the blood of a man on his hands.