

MF-101

November-2016

B.Com., Sem.-V

304 : Commercial Communication – V

Text : 'Gems of Wisdom'

Time : 3 Hours]

[Max. Marks : 70

Instructions

All questions are compulsory.

- (2) Mention clearly the question you attempt.
- (3) Figures to the right indicate full marks.

1. (A) Answer any four questions in brief :

12

- (1) What kind of nature did the princess have ? Whom did she love ?
- (2) Why did Della want to save money ? How did she save money ?
- (3) Why does O'Henry call Jim and Della the Magi ?
- (4) Describe in brief the sniper's ruse to kill the other sniper.
- (5) Why did the black boy refrain himself from going out ?
- (6) What was the pact that was made between the astrologer and the aggressive passer-by ?

(B) State whether the following statements are true or false :

2

- (1) On every occasion that an accused was in the arena, the tiger came out of the same door.
- (2) The colour of the car that stopped in the street was grey.

2. (A) Write a short note on any one :

8

- (1) The King's method of delivering justice.
- (2) The character of the black boy.
- (3) The appropriateness of the title 'The Gift of the Magi'.

(B) Choose the appropriate options :

- (1) What was the name of the passer-by ?
 - (a) Guru Nayak
 - (b) Nayak Chand
 - (c) Swami Guru
- (2) What did the author get from his mother when he tried to force his way past her into the house ?
 - (a) A tight hug
 - (b) A kick
 - (c) A stinging slap
- (3) What was slung over the sniper's shoulders ?
 - (a) His rifle
 - (b) His field glasses
 - (c) His revolver
- (4) Where was the sniper hit ?
 - (a) In his right forearm
 - (b) In his left forearm
 - (c) In his left leg
- (5) In the author's words one can reflect that life is made up of what ?
 - (a) Raindrops and roses
 - (b) Love, sacrifice and gifts
 - (c) Snobs, sniffles and smiles
- (6) What lent an interest to the day of trial on the part of the onlookers ?
 - (a) Element of humour
 - (b) Element of uncertainty
 - (c) Desire for food

3. Write a simple questionnaire on any one :

- (1) Life-style and socio-economic conditions of factory workers.
- (2) College students' study habits.
- (3) Prospect of launching a new Detergent Powder in the market.

4. Write a letter to the Insurance company claiming medical reimbursement of the expenditure incurred during surgery in the hospital against a medi-claim policy.

14

OR

Write a letter to the Insurance company asking for surrender value of the life insurance policy.

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

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

Science has 1 many things to the mankind. We feel heat and switch 2 a fan or an air cooler. We have radio and television sets to give us entertainment. We can talk on a phone to our nearest relative or a friend and get the 3 information about his or her health. Various means of transportation have made it very 4 for us to move from one place to another. In a way science has changed our life to a great extent.

In recent times, the introduction of computers in the various fields of life has proved a blessing for all of us. In a way there has been a 5 change in the mode of working in the offices and the industrial units. With the use of computers, the process of data 6 and calculation has become very easy. The information 7 in a computer can be used at any time.

Blank 1 : (a) give (b) given (c) to give (d) gave

Blank 2 : (a) on (b) off (c) in (d) for

Blank 3 : (a) late (b) later (c) latest (d) latter

Blank 4 : (a) complex (b) easy (c) difficult (d) complicated

Blank 5 : (a) revolutionary (b) revolution (c) revolve (d) revolved

Blank 6 : (a) collect (b) collection (c) collected (d) to collect

Blank 7 : (a) storage (b) store (c) stored (d) to store

(B) Do as directed :

(1) Match the following :

A	B
Bona fide	Wreckage
Sine die	As a matter of form
Debris	Indefinitely
Pro forma	In good faith

(2) Give meanings of following :

Ad interim, Nota bene, Lacuna
