

AG-101

April -2017

B.com Sem.-VI

CC-309 : Commercial Communication – VI

Time : 3 Hours]

[Max. Marks : 70

1. (a) Answer any four questions in brief : 12
- (1) Why did Laura scold Hughie Erskine ?
 - (2) What was the hitch in executing the death punishment ?
 - (3) What was Tom's attitude towards life ?
 - (4) How does Tom blackmail his brother ?
 - (5) Why was a medical check-up of Comrade Long-Nose ordered ?
 - (6) Why was the cook dismissed from service ?
- (b) State whether the following statements are true or false : 2
- (1) The Kingdom of Monaco had seven thousand inhabitants.
 - (2) The Ant in the fable slept all through summer.
2. (a) Write a short note on any one : 8
- (1) Baron Hausberg as a Model millionaire.
 - (2) Title of the Story "Too Dear".
 - (3) "The Character of Mathilde.
- (b) Choose the appropriate options : 6
- (1) What was the name of the girl whom Hughie loved ?
 - (a) Laura Merton
 - (b) Eva Sanders
 - (c) Georgia Larton
 - (2) What was the sum of the pension that the government offered to the prisoner ?
 - (a) 600 francs
 - (b) 400 francs
 - (c) 650 francs

- (3) How many men made up the Monaco army ?
- (a) Twenty
 - (b) Fifty
 - (c) Sixty
- (4) What was Tom Ramsay's actual age ?
- (a) Thirty-six years
 - (b) Forty-six years
 - (c) Forty-eight years
- (5) What was the name of the technicolour feature film that the protagonist acted in ?
- (a) The Submarine
 - (b) The Nose and the Submarine
 - (c) The Human Submarine
- (6) How much time did it take Mathilde and her husband to pay-off their loans ?
- (a) Two years
 - (b) Ten years
 - (c) Twelve years

3. Write a press report on any one :

14

- (1) A Train Accident
- (2) A Devastating Earthquake
- (3) Terrorism

4. As a Secretary of a Company, draft a report on a Fire Accident in the factory.

14

OR

Draft a Committee Report on decline in sales of a Company's product.

5. (a) Read the following market report carefully and answer the questions that follow it :

8

MODI MAGIC ON : SENSEX RISES 600 POINTS

Nifty Crosses 9,000 Benchmark

Tuesday, 13 March, 2017

Prime Minister Narendra Modi's thumping success in the Uttar Pradesh assembly election has lifted the market to its all time high. Other factors like low rate of inflation, rising exports, lower current account deficit and hefty buying from FII's are also helping the market to make fresh highs. During the day, the benchmark Sensex rose to 29950, but profit taking pulled it down and it closed at 29740, up 99 points on the day.

The broader index, NSE Nifty also rallied 89 points to end at all time high of 9098 points. On Tuesday, most of the mid-and small-cap companies, hit their 52-week high on the BSE while about 60 stocks hit their life-time high. Axis Bank and Yes Bank were the biggest gainers in the Bank Nifty Index which closed up 4.09% and 4.45% respectively. Barring the Healthcare sector, which declined by 125 points, reflecting the budget proposal of reducing the tax exemptions by 10% on export earnings. Other indices like Nifty Bank, BSE 500 and BSE Metals witness massive gains.

Questions :

- (1) Which trend is indicated by the headline ?
- (2) Find out any two factors responsible for the present trend.
- (3) What type of report is this - daily or weekly ?
- (4) Name any two indices mentioned in the report.

- (b) Do as directed :

6

- (1) Explain the following terms :
 - (a) Corporate News
 - (b) Fluctuation
 - (c) Nose diving
 - (d) Benchmark
- (2) Give full forms of the following :
 - (a) IIP
 - (b) EPS