

Seat No. : 12898

AB-127

April -2018

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) What was the Colonel's condition for Hughie to get married ?
 - (2) What were the different kinds of tax that were levied on the people of Monaco ?
 - (3) Why was the convict's punishment changed from of death sentence to life imprisonment ?
 - (4) How does Tom finally get rich ?
 - (5) Why was the cook dismissed from service ?
 - (6) Why was Mathilde unhappy with her life ?
- (B) State whether the following statements are **TRUE** or **FALSE**: 2
- (1) Six poets wrote epic poems about the noble qualities of Long-Nose. *True*
 - (2) Hughie Erskine was a very rich man. *False*
2. (A) Write a short note on any **one**: 8
- (1) The character of Alan Trevor
 - (2) The title of story – 'Too Dear'
 - (3) The character of Brother Long-nose
- (B) Choose the appropriate options : 6
- (1) Who scolded Hughie for giving a sovereign to a beggar ?
 (A) Laura (B) Alan Trevor (C) Colonel Merton
 - (2) What was the sum of the pension that the government offered to the prisoner ?
(A) 300 francs (B) 600 francs (C) 500 francs

- (3) What tactic did Tom adopt when George Ramsay washed his hands off Tom ?
- (A) Blackmailed George
- (B) Went out to earn
- (C) Borrowed from George's friends
- (4) What title did the Government bestow upon the protagonist of 'The World-Renowned Nose' ?
- (A) Chief among the long-nosed ones
- (B) Long-nosed wonder boy
- (C) Chief of the human race
- (5) What was the profession of the owner of the World-Renowned Nose ?
- (A) Magician (B) Cook (C) Singer
- (6) What did Mr. Loisel get for his wife one evening ?
- (A) A new dress
- (B) A diamond necklace
- (C) An invitation to a ball

3. Write a press report on any one :

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- (1) A Plane Crash
- (2) A Devastating Flood
- (3) Parents' Protest against School Fee Hike in Gujarat

4. As from the Secretary of the company, draft a comprehensive report on establishing a Welfare Centre for the employees of the company.

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OR

On behalf of the committee write a report on the demands and grievances of the workers of the factory.

5. (A) Read the following market report carefully and answer the questions that follow it : 8

FREAKY FRIDAY ON D-STREET

Sensex Falls 410 points

The benchmark BSE Sensex today cracked below 33,000 mark to extend its slide for the fifth straight session on selling pressure amid worries over the widening current account deficit and possible US Fed rate hike. Bears tightened their grip on the Dalal Street following negative news from global stock markets. US-China trade war concerns and rising oil prices also dented sentiment. A host of other factors like high rate of inflation, decline in exports and higher current account deficit are also cracking the market down. Possible negative economic growth was also one of the major factors for the markets.

The 50-share NSE Nifty closed below the psychological 10,000 mark for the first time since October 11, 2017, falling 117 points to close at 9,998.05. The 30-share BSE Sensex was down 410 points to close at 32,595. All Nifty bank stocks closed with sharp cuts. HDFC Bank, ICICI Bank, Axis Bank, Yes Bank, SBI and Kotak Mahindra Bank declined up to 4 percent.

Hindalco and Vedanta Ltd. lost 5 percent each. NMDC and SAIL among others fell up to 6.47 per cent. Reliance Industries, L&T, HDFC, Tata Motors, Tata Steel and Maruti Suzuki slipped. Fortis Healthcare tumbled 7% after Delhi HC ordered attachment of all disclosed assets of Singh brothers. Union Bank of India dropped over 8 percent to hit a one-year low amid concerns over losses incurred in ₹ 1,394-crore loan fraud case.

Questions :

- (1) Which trend is indicated in the headline ?
- (2) Mention any two factors responsible for the current trend in the market.
- (3) What type of a report is this ? Quote the word indicating the type of a report.
- (4) Find out any two verbs from the report denoting the bearish trend.

(B) Do as directed :

- (1) Explain the following terms:

(a) Correction

(b) Bourse

(c) Intra-day

(d) Points Unit of Value,
One nuppee.

- (2) Give full forms of the following:

(a) FII's

(b) PSU Public Sector Units.

Foreign Institutional
Investors.