

Seat No. : \_\_\_\_\_

**AJ-104**

April-2022

**B.Com., Sem.-VI**

**CC-309 : Commercial Communication – VI**

**(Text : Petals of Life)**

**Time : 2 Hours]**

**[Max. Marks : 50**

- Instructions :**
- (1) All questions in Section-I carry equal marks.
  - (2) Attempt any two questions from Section-I.
  - (3) Question No-5 in Section-II is compulsory

**SECTION – I**

1. (A) Answer any four questions in brief : (12)
  1. What did Pete do on every Thanksgiving Day ?
  2. What is the surprising thing that we get to know about the Old Gentleman at the end of the story ?
  3. Why do we have tendency to imitate others ?
  4. How can we awaken the creative process within ourselves ?
  5. What did the boy want to tell his mother after getting back home ?
  6. How did Rakesh bring glory to the family ?
  7. How did Monsieur Lantin's wife die ?
- (B) Write a short note on any one : (08)
  1. J. Krishnamurti's advice on overcoming fear
  2. The little boy
  3. The surprise ending of the story *The False Gems*.
2. On behalf of Legend Plastics Ltd., Canada, write a letter of inquiry to the Gujarat Machines Ltd., Rajkot, for machines to manufacture plastic products. (20)

**OR**

Draft a letter, requesting bank to open an irrevocable letter of credit.

3. Draft an individual business report on opening a Sales Depot of Kesar Private Ltd. (20)

OR

Draft a Committee report on taking over an industrial unit.

4. (A) Read the following market report and answer the questions that follow : (12)

### PIVOTALS PLUMMET ON DALAL STREET

A mixed pattern of trading with an easy inclination was noticed on the stock exchange today. Opening on a lower note, prices of select scripts tended to drift to tired bull unloading coupled with profit-taking at higher levels and lack of follow up support. The sentiment was adversely affected by the reports of institutional investors' offerings on selective basis. The advice from up-country stock markets was discouraging and some leading operators were avoiding new commitment in view of the forthcoming elections.

A few shares, however, moved up modestly on fresh short-covering and investment support at lower levels. RIL was in limelight in sustained demand, while Dmart, Adani and Coal India were among the firm scripts.

Questions :

1. Explain the headline.
2. Which trend is indicated in the headline ?
3. Which stock exchange is mentioned in the report ?
4. Find out two factors responsible for the current trend.

- (B) Match the following :

(08)

A	B
1. Ex-dividend	trend
2. Gray market	without dividend
3. Punters	unauthorized market
4. Sentiments	speculators

### SECTION – II

5. Choose the appropriate options : (any five)

(10)

1. Pete used to come to Union Square every Thanksgiving Day
  - (a) for nine years
  - (b) for six years
  - (c) for five years
  - (d) since his childhood

2. Pete had to be taken to the hospital because
- (a) he had an attack of asthma
  - (b) he had a heart attack
  - (c) he had an attack of indigestion
  - (d) none of the above
3. J. Krishnamurti advises us to be free from
- (a) blind beliefs and traditions
  - (b) polite way of life
  - (c) good customs and good habits
  - (d) none of the above
4. We dread to stand alone when
- (a) we are less creative
  - (b) we are inwardly afraid
  - (c) we are more resourceful
  - (d) none of the above
5. When the last boy was out, the school bus
- (a) stood in the campus.
  - (b) rolled out of the gate.
  - (c) waited for another trip.
  - (d) none of the above.
6. He was waiting to eat \_\_\_\_\_ after going back home.
- (a) lemon juice
  - (b) betel leaf
  - (c) sweets
  - (d) lemon pie

7. Rakesh's father told his neighbour, Mr. Bhatia that
- (a) his son deprives him of food.
  - (b) his son beats him.
  - (c) his son does not talk to him.
  - (d) None of the above
8. After returning from America, Rakesh
- (a) joined a private hospital
  - (b) joined a city hospital
  - (c) joined a government hospital
  - (d) opened his personal chamber
9. Monsieur Lantin's wife was fond of
- (a) food and jewellery
  - (b) imitation jewellery and dresses
  - (c) jewellery and theatre
  - (d) jewellery and sarees
10. Monsieur Lantin once worked as a chief clerk in the
- (a) Department of Interior
  - (b) Department of Finance
  - (c) Department of Investigation
  - (d) Department of Irrigation
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