

Seat No. : 7

AD-123

April-2015

B.Com., Sem.-VI

CC-309 : Commercial Communication-VI

Time : 3 Hours]

[Max. Marks : 70

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

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- (1) What was the colonel's condition for Hughie to get married ?
- (2) Why was convict's punishment changed from one of death sentence to life imprisonment ?
- (3) Why was George so upset by Tom's good fortune at the end of the story ?
- (4) What was the amazing thing that happened with the cook once he reached 24 years of age ?
- (5) What was the doctors' unanimous verdict about the Long-nosed one ? What did the President do then ?
- (6) Who was Mathilde's husband ? What was his profession ?

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

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- (1) The nose of Brother Long-nose was actually made of rubber.
- (2) The kingdom of Monaco had seven thousand inhabitants.

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

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- (1) Baron Hausberg as a model millionaire
- (2) The title of story - 'Too Dear'
- (3) The character of Tom Ramsay

(B) Choose the appropriate options :

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- (1) What was the price Alan paid to his models ?
(a) Fifty guineas an hour (b) A shilling an hour (c) Two pounds an hour

- (2) What was the sum of the pension that the government offered to the prisoner ?
(a) 600 francs (b) 300 francs (c) 500 francs
- (3) What tactic did Tom adopt when George washed his hands of Tom ?
(a) Started borrowing from others
(b) Blackmailed George
(c) Went out to earn a living
- (4) What was the new and special source of revenue that King of Monaco had found ?
(a) Money from liquors shops
(b) Money from the tourists
(c) Money from a gaming house
- (5) What was the name of the technicolour feature film that the protagonist of 'The World Renowned Nose' acted in ?
(a) The Submarine (b) The Human Nose (c) The Human Submarine
- (6) What did Mr. Loisel get for his wife one evening ?
(a) A new dress
(b) An invitation to a ball
(c) A diamond necklace

3. Write a press report on any one :

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- (1) A Collision of Bus-Truck
(2) A Devastating Flood
(3) Celebration of Pravasi Bhartiya Divas at Gandhinagar

4. On behalf of the Secretary of a company, write a report inquiring into a fire accident in the factory.

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OR

A committee has been formed to report on the inspection of company's various branches so as to improve the working of the branches and increase the sales of the company's products. Draft a suitable report.

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

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SENSEX SOARS PAST 30,000 AFTER SURPRISE RBI RATE CUT

On the following day of the Union Budget, RBI governor Raghuram Rajan on Wednesday reduced the repo rate – the rate at which RBI lends to banks – by 25 basis points to 7.5% and this unexpected step by RBI improved government finances. This is the second time the RBI has cut rates outside its scheduled reviews to boost investment and growth. The positive IIP data declared on Tuesday also activated the upward march. Other factors like low rate of inflation, rising exports and lower current account deficit are also helping the market to make fresh highs. However, the burden of home and auto loans on borrowers is expected to ease only in April. Soon after the RBI governor's statement came out, the Sensex jumped over 400 points to a new life high at 30,024. However, profit taking at higher levels, fresh weakness in the Euro zone economies and news reports quoting an S & P ratings analyst that even a downgrade for India was possible, pulled the market down sharply in late trades. After gyrating over 700 points, the Sensex finally settled at 29,381, down 213 points over the previous close. Nifty also plunged by 80 points and closed at 8,934.

Questions :

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

(B) Do as directed :

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- (1) Explain the following terms :
(a) Blue chips (b) Points (c) Intra-day (d) Nifty
- (2) Give full forms of the following :
(a) GDP (b) CRR