

AL-106

April-2023

B.Com., Sem.-IV

209 : Commercial Communication – IV

(Text : Colours of Life)

Time : 2:30 Hours]

[Max. Marks : 70

Instruction : All questions carry equal marks.

1. (A) Answer any four questions in brief : 8
- (1) Where does the King go to seek answers to his questions ? And why ?
 - (2) How did Laxmibai spend her time initially ?
 - (3) What is the ultimate price of freedom ?
 - (4) What was Alan excited about ?
 - (5) What did Kali like to do when he wasn't working ?
 - (6) What were the three important questions that came into the King's mind ?
- (B) Write a short note on any one : 6
- (1) Depiction of the Indian Freedom Struggle.
 - (2) Appropriateness of the title – *Playing the Game.*
 - (3) Kali's love for school children.
2. Draft a letter to the Corporate Hospital, requesting to arrange a free medical check-up camp. 14
- OR
- Draft a letter to the MNC to set-up a children park in your area. 14
3. On behalf of Nainesh Traders, Ahmedabad, draft a letter negotiating for better terms and conditions. 14
- OR
- Draft a letter to an agent terminating the agency of Relaxo footwear. 14

4. (A) Match the following :

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|------------------------------|-----------------------|
| (1) By leaps and bounds | having no idea |
| (2) Heaven knows | very rapidly |
| (3) Now and then | having same situation |
| (4) Sailing in the same boat | occasionally |
| (5) Himalayan task | excuses |
| (6) Born with a silver spoon | difficult task |
| (7) Ifs and buts | extremely wealthy |

(B) Give meanings of the followings :

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- (1) To care for
- (2) To give up
- (3) To take away
- (4) To pass away
- (5) To look into
- (6) To break down
- (7) To abide by

5. Choose the appropriate option (any seven) :

14

(1) Who is the most important 'man' according to the hermit ?

- (a) The person you are with
- (b) The person you should with
- (c) The person who is far from you
- (d) The person who does not exist

(2) What was the name of the son the King adopted ?

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|-----------------|-----------------|
| (a) Tantia Tope | (b) Mandarbai |
| (c) Damodar Rao | (d) Damodar Das |

(3) The soldiers are _____ according to Subhas Chandra Bose.

- | | |
|----------------|-------------------|
| (a) expendable | (b) pioneers |
| (c) pawns | (d) None of these |

- (4) Alan met _____ who needed help.
- (a) a small boy (b) an old man
(c) an old woman (d) None of these
- (5) The hum emanating from the yellow building was _____ to his ears.
- (a) disturbing (b) confusing
(c) music (d) scary
- (6) Leo Tolstoy is a/an _____ writer.
- (a) Russian (b) Italian
(c) German (d) Indian
- (7) Laxmibai was named after the bathing _____.
- (a) river (b) ghats
(c) lake (d) pond
- (8) The _____ responsibilities are increasing day by day for the soldiers.
- (a) family (b) job
(c) moral (d) military and political
- (9) _____ played instead of Alan.
- (a) Harry Bloom (b) Horace Bloom
(c) Harold Banks (d) Harold Blossom
- (10) What did the doctors do to Kali other than treating him ?
- (a) Shaved his hair and beard (b) Gave him medicine
(c) Advised him to leave town (d) None of these
- (11) The soldiers have taken _____ to fight the enemy.
- (a) arms (b) oath
(c) skills (d) allies
- (12) The story 'Three Questions' reveals the importance of the _____.
- (a) future in life (b) past in life
(c) anytime in life (d) present in life
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