

**NF-118**

**December-2015**

**B.Com., Sem.-V**

**304 : Commercial Communication – V**

**Time : 3 Hours]**

**[Max. Marks : 70**

1. (A) Answer any **four** questions in brief : **12**
- (1) Describe the king in the story *The Lady, or The Tiger*.
  - (2) When the king learned about the love affair of his daughter, what did he decide to do ?
  - (3) Why was Della unhappy on Christmas Eve ?
  - (4) What was the effect of the opponent's death on the sniper ?
  - (5) Why did the mother not allow her son into the house that night ? What lesson was she trying to teach him ?
  - (6) When did the astrologer generally start his day's business ?
- (B) State whether the following statements are true or false : **02**
- (1) The gold watch that now belonged to James had earlier belonged to Della's father.
  - (2) The astrologer wore a saffron-coloured turban around his head.
2. (A) Write a short note on any **one** : **08**
- (1) The love between Della and her husband
  - (2) The message of the story : *The Sniper* – senselessness of war
  - (3) The character of the astrologer
- (B) Choose the appropriate options : **06**
- (1) Which way did the princess point to when her lover asked with a questioning glance ?  
(a) Left (b) Right (c) Above
  - (2) How much money did Della get from selling her most prized possession ?  
(a) Twenty dollars  
(b) Twenty-one dollars  
(c) Twelve dollars
  - (3) To which political group did the sniper belong ?  
(a) Communist (b) Free Stater (c) Republican
  - (4) What did the Black Boy's mother give him on his third visit to the store ?  
(a) Money and a note  
(b) Money  
(c) Money, a note and a stick
  - (5) What did the astrologer apply on his forehead to complete his look ?  
(a) Red powder  
(b) Sacred ash and vermilion  
(c) Turmeric paste and ash

- (6) 'Bombay Ice-cream', 'Delhi Almond' and 'Raja's Delicacy' were names used for which item ?

(a) Fried groundnuts (b) Vitamin tablets (c) Roasted peanuts

3. Write a simple questionnaire on any one : 14  
 (1) Lifestyle and Socio-economic Conditions of farmers.  
 (2) College Students' views on CBCS-Semester System.  
 (3) Consumers' Views on Online Shopping.

4. Write a suitable letter to the Branch Manager, Life Insurance Corporation of India, Science City Branch, Ahmedabad asking for a loan against your existing life insurance policy. 14

OR

Mr. Akash Joshi has recently shifted his residence from Maninagar to Naranpura. Write a letter on behalf of him addressing to the Branch Manager, Jeevan Deep Insurance Co., Maninagar Branch, Ahmedabad intimating the change of correspondence address.

5. (A) Read the following passage and select the correct options : 07

(N.B. : Write the answers only instead of reproducing the whole passage)

We need to send messages to our friends and relatives on several occasions. In ancient time (1) were used to send important messages. The present postal service in India began in 1854. Out of total 1,55,204 post offices in our country, 1,25,489 are in villages. Thus, 89% post offices are situated in (2) India. The postal service is the government agency (3) handles the mail services throughout the country. Its job is (4) letters and packages to people and businesses all over the world. Its goal is to see that your mail gets to its destination (5) possible. People (6) the postal services to deliver important letters and even valuables (7) time and to the right person. 9<sup>th</sup> October is celebrated as the World Post Day.

- Blank 1 : (a) animals (b) birds (c) planes (d) helicopters  
 Blank 2 : (a) rural (b) urban (c) Northern (d) Southern  
 Blank 3 : (a) of which (b) whether (c) in that (d) that  
 Blank 4 : (a) being delivered (b) to deliver (c) to be delivered (d) having delivered  
 Blank 5 : (a) as quickly as (b) less quickly (c) too quickly (d) so quickly that  
 Blank 6 : (a) back out (b) check out (c) rely on (d) come on  
 Blank 7 : (a) on (b) to (c) at (d) over

- (B) Do as directed : 07

- (1) Match the following :

| A         | B                                                         |
|-----------|-----------------------------------------------------------|
| Alibi     | Privately                                                 |
| Ex-gratia | I have found it                                           |
| Eureka    | A plea that one was at another place at the time of crime |
| In camera | Out of goodness                                           |

- (2) Give meanings of the following :  
 Ipso facto, Prima facie, Senorita