

MM-141

March-2019

B.Com., Sem.-VI

Commercial Communication – VI
(Text : Gems of Wisdom)

Time : 2:30 Hours]

[Max. Marks : 70

1. (A) Answer any **three** questions in brief : 9
- (1) How did Hughie Erskine show his reckless generosity ?
 - (2) What was the hitch in executing the death-punishment ?
 - (3) Why was George Ramsay in deep gloom ?
 - (4) Why was a medical check-up of Comrade Long-Nose ordered ?
 - (5) How did Mathilde react on reading the invitation card ?
- (B) Write a short note on any **one** : 8
- (1) The Kingdom of Monaco
 - (2) George and Tom - a study in contrast
 - (3) The character of Comrade Long-nose
2. Write a press-report on any **one** : 17
- (1) A Serious Road Accident
 - (2) A Cyclone Storm
 - (3) Deforestation in India
3. As from a Manager of Arnav Private Limited, draft a report on establishing a Welfare Centre for the employees. 17

OR

Draft a committee report inquiring into the decline in sales of a company's products.

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

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EQUITIES GAIN ON DALAL STREET

Sensex Increases 510 points

The current account started on a steady note and the market closed around the best level of the day. Today, the institutional buying and the low carry-over charges gave strength to the markets and the pivotal gained on a short-covering.

Arnav Ltd, Telco, Century, Tata Steel and Ambuja Cement were in limelight. In cash section, in the absence of selling pressure, Tata Chemicals, DLF and Reliance Industries were in demand. G. E. Shipping was quoted at the ex-bonus and improved at the close.

QUESTIONS :

- (1) Which trend is indicated in the headline ?
- (2) Which stock exchange is mentioned in the headline ?
- (3) What type of a report is this one ?
- (4) Find out two factors responsible for the present trend.

- (B) Match the following :

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(A)	(B)
(1) Intra-day	Fall in market
(2) Blue chip	A French word for the stock exchange
(3) Punter.	Price at which a share is issued
(4) Face value	During the day
(5) Bourse	Speculator
(6) Correction	Shares of leading companies

- (C) Choose the appropriate options :

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- (1) What was the name of the old man that Hughie met at Alan Trevor's studio ?
 - (A) Georges Ramponneau
 - (B) Baron Hausberg
 - (C) Monsieur Forestier
- (2) What did the prisoner do with land he bought from the money he received ?
 - (A) Lost it in a gaming house
 - (B) Loaned it to a farmer
 - (C) Started market-gardening

- (3) Why did Tom go to the prison ?
- (A) He murdered a man
 - (B) He cheated a man called Cronshaw
 - (C) He tried to commit suicide
- (4) Once it was confirmed that the nose was real, what did the President do ?
- (A) Executed the people of the opposition party.
 - (B) Nominated the Long-Nose as a member of parliament.
 - (C) Apologized to the Long-Nose and set him free.
- (5) What piece of jewellery did Mathilde choose from her friend's jewel box ?
- (A) A diamond necklace
 - (B) A bracelet
 - (C) A locket
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