



G-025004

Seat No. _____

B. Com. (Sem. V) Examination

April / May - 2019

BCOMC504 : Commercial Communication - V

(Text : Gems of Wisdom)

Time : 3 Hours]

[Total Marks : 70

- Instructions :** (1) Figures to the right indicate full marks.
(2) Indicate clearly the options you attempt.

1 Answer in brief any seven of the following questions : **14**

- (1) Why was the king's arena built ?
- (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 were the two prized possessions of Jim and Della ? How does the author show the readers their importance ?
- (5) What happened immediately after the armoured car came into the street ?
- (6) How did the sniper experience the futility of war ?
- (7) What happened to the black boy who went to the grocery store by himself for the first time?
- (8) How did the black boy win his right to the streets of Memphis ?
- (9) How had the astrologer mastered the art ?
- (10) Why did the astrologer run from his village ?

2 (a) Answer the following questions choosing from the options below : **8**

- (1) Which word best describes the king ?
 - (a) cruel
 - (b) semi barbaric
 - (c) melancholy

- (2) How much money had Della managed to save for her husband's gift ?
- (a) One dollar eighty cents
 - (b) One dollar eighty seven cents
 - (c) eighty dollar
- (3) The civil war was taking place between which groups ?
- (a) Republicans and free states
 - (b) free states and Tories
 - (c) Tories and republicans
- (4) What did the mother give to the little boy on his third visit to the store ?
- (a) money
 - (b) money and a note
 - (c) money, a note and a stick
- (5) What did the astrologer apply on his forehead to complete his look ?
- (a) ash
 - (b) vermilion
 - (c) sacred ash and vermilion
- (6) How much money did the astrologer charge from his clients ?
- (a) three pice
 - (b) seven pice
 - (c) ten pice
- (7) What gift did Della buy for her husband ?
- (a) Platinum Fob Chain
 - (b) Gold Chain
 - (c) Silver Chain
- (8) Where was the sniper hiding himself ?
- (a) on the ground
 - (b) on the roof top
 - (c) on the tree

- (b) State whether the following statements are true or false : 6
- (1) The king was a man of exuberant fancy and irresistible authority.
 - (2) Della bought a gift of Twenty one dollar for Jim.
 - (3) The sniper belonged to the Republican political group.
 - (4) The sniper realizes that the enemy he killed was not his own brother.
 - (5) The black boy's mother worked as a labour.
 - (6) The astrologer wore a black colour turban around his head.
- 3 Prepare a questionnaire on any one of the following : 14
- (1) Socio economic conditions of slum dwellers.
 - (2) Library going habit of college students.
 - (3) Consumer's preference for hair oil.
- 4 Prepare a Press Report on any one of the following : 14
- (1) Severe Plane Crash
 - (2) A Devastating Flood
 - (3) Good Performance of India in the recent Asian Games
- 5 (a) Supply the missing words in the following passage by selecting appropriate options given below it : 7
- (1) _____ people all over the world are working longer hours. We also have more leisure time than ever before. After sleeping and working, watching TV is by far the most. (2) _____ leisure activity the world over. The British watch more TV than any other nation in Europe, but they read more too. The (3) _____ majority, eighty-five per cent, read newspapers, and 54% regularly read books. Two thirds of modern European women work full-time, but they still do the

main (4) _____ of the housework too. Husbands help in the household more than they did in former (5) _____. No wonder that many working women say they are stressed and (6) _____. According to the latest (7) _____ by supermarkets, the average British family spends just 11 minutes preparing for the main evening meal.

- (1) In general- Although- However- Despite.
- (2) Joint- common - regular- general.
- (3) Huge- massive- wide- vast.
- (4) Cut- portion- part- piece.
- (5) Times- ages -periods- dates.
- (6) Alert- sleepy- exhausted- spent.
- (7) Inspections- examinations- explorations- research.

- (b) Match the words given in Column A with their meanings in Column B : 4

A	B
(1) Aficionado	(1) middle road
(2) Debris	(2) note well
(3) exempli gratia	(3) wreckage
(4) via media	(4) Expert
(5) nota bane	(5) for example

- (c) Give meaning of the following words : (any **three**) 3

Bon Mot, In curia, Eureka, El Dorado, Senorita
