



GJ-024004

Seat No. _____

B. Com. (Sem. IV) Examination

March / April - 2019

BCOMC404 : Commercial Communication

(Core Course - 4)

Time : 3 Hours]

[Total Marks : 70

- Instructions :** (1) All questions carry equal marks.
(2) The figures to the right indicate the marks.

1 Write brief answers to any **seven** of the following : **14**

- (1) Why would Sambhu feel unhappy after the end of each film show ?
- (2) What happened to Sambhu's mother in the cinema house ?
- (3) What were the two things that caused Sambhu pain ?
- (4) Why was Ketu frequently sent to jail ?
- (5) Why were the Shabars indispensable to the babus ?
- (6) Who were the two 'deities' the Shabars had to please ? Why ?
- (7) How was Angori different from a usual new bride ?
- (8) Who is Angori's husband ? When did he cremate his first wife ?
- (9) Why did Angori's mother warn her against taking paan or sweets from strangers ?
- (10) Why did visitors come to Rakesh's house ? What did they present him for his achievements ?
- (11) Where did Rakesh go to pursue his career ? Whom did he marry ?
- (12) What was Varmaji's wish at the end ?

2 (A) Write a note on any **one** of the following : **7**

- (1) Advantages and disadvantages of Upward Communication.
- (2) Advantages and disadvantages of Downward Communication.

- (B) Match the foreign words in Column A with their meanings in Column B : 7

Column A

ipso facto

lacuna

laissez faire

intra vires

par excellence

per centum

sine die

Column B

free market

missing part

for each hundred

within one's authority

for uncertain time

extraordinary

by the very fact

- 3 Write a letter to the manager of a Life Insurance Company seeking information about various life insurance policies. 14

OR

You have a mediclaim policy with the New India Assurance Company Limited. You were recently admitted to a hospital. Draft a letter claiming reimbursement on your medical expenses.

- 4 (A) Read the following passage and answer the question below : 7

Two-wheel leader Bajaj Auto is launching a new sports motorcycle, Bajaj SX Enduro. Introduced last month in Pune and Bangalore, the vehicle will next be available in Chennai, Delhi and other cities.

Designed to compete in the two stroke sports bike category, Enduro, the company claims, has the biggest brakes and tyres among all 100 cc bikes. the price tag (Rs,. 32,175 at Pune), however, is lower than those for the two motorcycles that can be expected to provide the principal competition to Enduro: TVS Suzuki's Shougan and Escorts' Yamaha RX 100 which come in the range of Rs. 35,000 to Rs. 38,500. Says Madhavdas Kini, marketing officer, "we are targeting motorcycle enthusiasts in the age group of 18 to 25 years. That should include the speed - happy types for whom pick up, speed and aesthetics are the most important considerations. Enduro comes in bright colours and the emphasis in the advertising is on power.

- (1) What is the brand of the new two wheeler, Bajaj Auto is launching ? 1
- (2) When was the new vehicle launched ? 1
- (3) What are the special features of the new bike ? 2
- (4) What are the bikes that are in competition with the new bike ? 2
- (5) What is the target group of the new sports vehicle ? 1
- (B) Draft a resume for the post of a sales executive. 7
- 5 Choose the correct option and fill in the blanks : 14
- (1) The flow of communication from the lower levels of a hierarchy to the upper levels is called _____ communication.
- (a) Upward (b) Downward
- (c) Horizontal (d) Slant
- (2) The flow of communication across the members of the same department is called _____ communication.
- (a) Upward (b) Downward
- (c) Horizontal (d) Slant
- (3) _____ is the author of *A Shadow*.
- (a) Amrita Pritam (b) RK Narayan
- (c) Mahasweta Devi (d) Raja Rao
- (4) Sambhu asked for _____ from his mother to see the film.
- (a) four anna (b) five annas
- (c) six annas (d) eight
- (5) Sambhu's father was given _____ thousand rupees to act in the film.
- (a) seven (b) eight
- (c) ten (d) twelve
- (6) Sambhu's father worked in _____ movies.
- (a) Telugu (b) Malayalam
- (c) Hindi (d) Tamil

- (7) _____ gave Ketu the job of clearing the jungles for paddy crop.
- (a) Bishal Mahto (b) Ram Haldar
(c) Chandra Santhal
- (8) The leaves of the Arjun tree are like the _____ of man.
- (a) hand (b) feet
(c) tongue (d) eyes
- (9) Angoori was proud of her _____ jewellery.
- (a) gold (b) silver
(c) diamond (d) copper
- (10) Ram Tara was a _____.
- (a) milkman (b) watchman
(c) salesman (d) servant
- (11) Ketu was born in a the Shabar tribe of _____.
- (a) Medinapore (b) Bankura
(c) Purulia (d) Jamshedpur
- (12) Ketu wanted Bishal Mahato to get some posters because he wanted to _____.
- (a) stick them on walls
(b) sell them for money
(c) spread them out on the floor
(d) make kites out of them
- (13) Rakesh came first in the _____.
- (a) taluka (b) district
(c) state (d) country
- (14) Rakesh's father worked for a _____.
- (a) arms dealer (b) vegetable dealer
(c) kerosene dealer (d) medicine dealer
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