



GA-026002

Seat No. _____

B. Com. (Sem. VI) Examination

March / April - 2019

**BCOMC-602 : Commercial Communication - VI
(Gems of Wisdom)**

Time : 3 Hours]

[Total Marks : 70

Instructions :

- (1) All questions are compulsory.
- (2) Indicate clearly the options you attempt.
- (3) All questions carry equal marks.

1 Answer the following questions in brief: (Any Seven) 14

- (1) Why was Hughie Erskine unable to marry Laura?
- (2) How did the king of Monaco increase the revenue?
- (3) How did Tom begin his life?
- (4) Describe in brief the party Mathilde attended. What was her impression about it?
- (5) Describe in brief the life of the poor cook before his nose grows?
- (6) Describe the model begger in a few words.
- (7) What aragements were made to keep the murderer in the prison?
- (8) Why was George Ramsay in deep gloom?
- (9) What did Mathilde suddenly discover after the party was over?
- (10) Why was the cook dismissed from his service?

2 Select the correct option : 8

- (a) (1) Who is the protagonist of the story 'The Diamond Necklace?
- | | |
|--------------|---------------|
| (a) Della | (c) Elizabeth |
| (b) Mathilde | (d) Laura |

- (2) Who is the author of the story 'Too Dear'?
 - (a) Leo-Tolstoy
 - (b) Guy De Maupassant
 - (c) V M Basheer
 - (d) Oscar Wilde
- (3) What was the profession of the protagonist of the story 'The World Renowned Nose'?
 - (a) Painting
 - (b) Driving
 - (c) Cooking
 - (d) Teaching
- (4) Which story is written by Guy De Maupassant ?
 - (a) The Model Millionaire
 - (b) The Ant and the Grasshopper
 - (c) Too Dear
 - (d) The Diamond Necklace
- (5) What was lost by Mathilde?
 - (a) Earrings
 - (b) Bracelet
 - (c) Anklet
 - (d) Necklace
- (6) Laura's father demanded _____ amount ?
 - (a) £ 5,000/-
 - (b) £ 7,000/-
 - (c) £ 10,000
 - (d) £ 15,000/
- (7) 'Too Dear' is the story about _____.
 - (a) Marriage
 - (b) Law
 - (c) Business
 - (d) Divorce
- (8) Which story is written by Basheer?
 - (a) The World Renowned Nose
 - (b) A Shadow
 - (c) The Weed
 - (d) Too Dear

(b) True or False:

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- (1) In the story 'Too Dear', the accused was charged for the rape.
- (2) The necklace was lost by Mathilde.
- (3) Hughie was not able to marry Laura because he was severely ill.
- (4) The protagonist had an original nose in the story 'The World Renowned Nose'..
- (5) George was a carefree person. 6. Alan Trevor was a scientist.

- 3 Prepare an individual report on the performance appraisal of the employees. 14

OR

- 3 Draft a Committee report on the decline in sales of a company's product. 14

- 4 As an Agent, write a letter to the Principal to revise the terms of the Agency. 14

OR

- 4 As a Principal, draft a letter for termination of the Agency. 14

- 5 (a) Read the following market report carefully and answer the questions given below it : 7

UNPRECEDENTED RISE IN SENSEX ON FRENZIED BUYING

MUMBAI, MARCH 19.

The market sentiment received an unprecedented boom with speculative zooming to their dizzy heights taking the sensex sharply up by over 205 points in a special session on the stock market today in the wake of all-round frenzied buying promoted by a market-friendly Union budget announced yesterday. The market was in upbeat mood on the handsome package of sops which include abolition of surcharge on corporate tax, abolition of tax on dividend and hike in the stake of foreign institutional investors in the company's equity.

The NSE sensitive index started firm at 3713.74 and soared during the session to cross 3800 mark to close at 3857.9 as against its overnight close of 3651.91 scoring a record rise of 205.58 points to 1672.65 from 1584.50.

FERA companies stole the limelight having recorded huge gains following cuts at tax rate which would benefit these firms in big way.

Market men had not expected several pro-market proposals in the budget although they were hopeful of some reliefs following an assurance by the Prime Minister earlier. Colgate, Glaxo, Ranbaxy, Castrol, Lakme, Bajaj Auto, ACC, Hindalco, ITC, Reliance, SBI (New), Telco, Britannia, Century, Indian Rayon and ABB were the prominent gainers.

QUESTIONS :

- (1) Explain the headline in simple English.
 - (2) Which trend is indicated in the headline? Quote the word indicating the trend?
 - (3) To which stock exchange the report is related?
 - (4) Find out any two factors responsible for the present trend.
 - (5) Name the indices mentioned in the report.
 - (6) Find out from the report any two verbs denoting bullish trend?
 - (7) What was the previous close of Sensex?
 - (b) (1) Explain the following terms : 4
 - (1) Speculation
 - (2) Rally
 - (3) Benchmark
 - (4) Demat Account
 - (2) Give the full form of the following: 3
 - (1) IPO
 - (2) GDP
 - (3) BSE
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