

Seat No. : _____

AB-130

April-2016

B.Com., Sem.-VI

**CC-309 : Commercial Communication – VI
(New Course)**

Time : 3 Hours]

[Max. Marks : 70

1. (a) Answer any **four** questions in brief : 12
- (1) How does the author describe the Kingdom of Monaco ?
 - (2) Describe the professions Hughie Erskine had tried and the results of his efforts.
 - (3) How does Tom finally get rich ?
 - (4) Why was the cook dismissed from service ?
 - (5) How did Mathilde react on reading the invitation card ?
 - (6) Why did Alan Trevor like Hughie ?
- (b) State whether the following statements are true or false : 2
- (1) The Government of Monaco neither had a guillotine nor an executioner to carry out a death sentence.
 - (2) Tom Ramsay had a lot of problems in making friends with people.
2. (a) Write a short note on any **one** : 8
- (1) The character of Comrade Long-nose.
 - (2) George and Tom – a study in contrast.
 - (3) The character – sketch of Hughie Erskine
- (b) Choose the appropriate options : 6
- (1) How much money did the Italian Government ask for in order to help with the execution ?
(a) 16000 francs (b) 12000 francs (c) 14000 francs
 - (2) What profession did Hughie's friend Alan Trevor belong to ?
(a) Singer (b) Dancer (c) Painter
 - (3) According to the narrator, how long had Tom Ramsay been a sore trial for ?
(a) Twenty years (b) Five years (c) Ten years
 - (4) What title did the Government bestow upon the protagonist ?
(a) 'Long-nosed wonder boy'
(b) 'Chief among the long-nosed ones'
(c) 'Chief of the human race'
 - (5) What mode of transport did the Loisels take back to their home ?
(a) A chariot (b) A carriage (c) A night cab
 - (6) At what age did George Ramsay plan to retire ?
(a) Fifty-five (b) Sixty (c) Forty-eight

3. Write a press report on any one : 14
- (1) A Plane Crash
 - (2) A Devastating Cyclone
 - (3) Celebration of 125th Birth Anniversary of Dr. Babasaheb Ambedkar
4. As from the Personnel Manager of a company, write a report on establishing a Welfare Centre for the employees. 14

OR

A company has formed a committee to inquire into the grievances and demands of the workers. Draft a suitable report.

5. (a) Read the following market report carefully and answer the questions given below : 8

Equities Cheerful in Dalal Street on Good Corporate Results

Equity prices recovered smartly and recorded handsome gains on Thursday – the last day of the financial year 2015-16 following good corporate results accompanied by support from institutional investors.

The operators in the BSE conveniently ignored the discouraging advices from the upcountry stock exchange and continuously lent support to Benchmark shares. As a result, many leading shares registered moderate to handsome gains.

Sensex recorded a gain of 12 points at 25345 while Nifty spurted by 3 points only at 7738. Few pivotals like Reliance bounced back by 9 points at 1059 after fluctuating between 1047 and 1064. Tata Steel reached to 840 after dropping down to 820. However it improved by a couple of points at 836.

Questions :

- (1) Which trend does the headline indicate ? Mention the word indicating it.
 - (2) Find out two factors responsible for the trend.
 - (3) Write down two words suggesting the existing trend from the report.
 - (4) Mention the previous closing of Sensex and Nifty.
- (b) Do as directed : 6
- (1) Explain the following terms :
 - (a) Advice
 - (b) Pivotals
 - (c) Sensex
 - (d) Bear Covering
 - (2) Give full forms of the following :
 - (a) FIIs
 - (b) IPO