

Seat No. : _____



AQ-127

April-2017

B.Com., Sem.-IV

**209 : Commercial Communication – IV
(Vignettes of Life)**

Time : 3 Hours]

[Max. Marks : 70

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

1. Write brief answers of any **seven** of the following : 14
- (1) Why was the grandfather chosen to serve on the committee ?
 - (2) Why was the daughter-in-law upset ?
 - (3) What made Khanna's father take a sudden interest in religion ?
 - (4) Why did Khanna's father stop talking to Radhey Mohan ?
 - (5) What are Taipan's retirement plans ?
 - (6) What were the two things that the narrator was well aware of ?
 - (7) What was the blunder committed by Scoresby ?
 - (8) What according to Taipan was the only thing that mattered ?
 - (9) What was the grain merchant's condition about giving donation ?
2. Attempt any **two** short notes : 14
- (1) Taipan
 - (2) Scoresby
 - (3) Diamond Rice – A Satire
3. Define Upward Communication and mention its objectives, advantages and limitations. 14
- OR**
- Write a detailed note on various personal barriers.
4. Draft a letter of negotiation for better terms and conditions for a new agency. 14
- OR**
- As a Principal write a letter of termination of agency.

5. (A) Draft a circular announcing increase in price.

7

OR

Write a circular letter to your dealers about the details of the new premises.

(B) Do as directed :

7

I. Match the following :

A

B

Child's play

To inquire

In a nut shell

An easy task

To look into

Very tough task

Himalayan Task

Briefly

II. Give meaning of : Sailing in the same boat

Now and then

At the spur of the moment
