

ROLL NO. _____

Internal Examination October : 2016-17

DATE : 18-10-2016 **B.Com. Semester - V** TIME : 12.30 to 2.30
Tuesday **COMMERCIAL COMMUNICATION** Marks : 50

Q. I. Answer any five of the following questions in brief : 20

1. Describe the arena of the king. What does it symbolize?
2. Why was the courtier sentenced to trial in the story "The Lady or the Tiger"?
3. What were the two prized possessions of Jim and Della?
4. How did the enemy soldier come to know that the sniper was hiding on the terrace? What happened after he found out?
5. Who was Guru Nayak in the story "An Astrologer's Day"?
6. Why was the astrologer relieved at the end of the story?

OR

Q. 1 Write short notes on any two:

1. The significance of the title "The Gift of the Magi"
2. The black boy
3. The unusual ending of the "The Lady or the Tiger?"

[P.T.O.]

- Q.2 Draft a questionnaire on any one: **15**
1. Socio-economic survey of Working Women
 2. College students' views on habits of using Social Media
 3. Consumers' Views on Toothpaste
- Q.3 (A) Write a letter to the insurance company, intimating the change of nomination in an existing Life Insurance Policy. **10**

OR

Write a letter to the insurance company, inquiring about a Medical Insurance Policy.

- Q.3 (B) Give meanings of the following: **05**
- I. Per diem
 - ii. Ex-parte
 - iii. Ultra vires
 - IV. Caveat Emptor
 - V. Corrigendum
