



AJ-2220-2221

Seat No. _____

B. Com. (Sem. IV) Examination

April - 2023

(1) CC-208 : Business Communication

(New Course)

(2) CC-208 : Commercial Communication

(Optional)

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

(1) CC-208 : Business Communication

(New Course)

- (a) Elaborate J. Krishnamurti's views on freedom of mind and his advice to overcome fear. **18**

OR

- (b) What is the significance of the title of the story "Let's Go Home" ? Critically analyze the story in your words.

- (a) Fill in the blanks with an appropriate conjunction : **8**

(1) I need a pen _____ a pencil of good quality.
(but, though, as well as)

(2) Tapass is a brave man, _____ he does not feel afraid.

(so, however, hence)

(3) He must train very hard _____ he will lose the competition.

(because, or, since)

(4) _____ the air conditioner broke down three weeks ago, no one has come to repair it.
(But, Though, Unless)

(5) He is sick _____ he wants to go out.
(but, while, yet)

(6) Fortunately, she had moved aside; _____ the car would have hit her.
(as a result, otherwise, consequently)

(7) Can we make an appointment for next week _____ I can keep track of your progress ?
(So that, despite, if)

(8) This is the place _____ we stayed last time we visited.
(where, when, how)

(b) Fill in the blanks with an appropriate preposition : 9

(1) He travelled all _____ the world with his friends when he was eighty years old.
(for, over, into)

(2) My contract has been extended _____ another year.
(for, till, upon)

(3) compare your answers _____ your partner.
(to, from, with)

(4) I place great confidence _____ you.
(on, in, with)

(5) In the morning, I simply take a glance _____ the newspaper headlines.
(through, over, at)

(6) A good judge never jumps _____ the conclusion.

(to, at, on)

(7) Bharat is married _____ Bharati.

(with, to, between)

(8) His house is _____ municipal limits.

(into, within, in)

(9) What are you looking _____ ?

(of, at, about)

(a) A sudden and considerable sales decline is recorded in the last quarter of the year 2022 in one of the leading electronics consumer retailers of your city. As the Secretary of the company, you are asked to draft a business report on the causes of the sales decline and provide your suggestions and recommendations to arrest the business fall.

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OR

(b) A committee of experts is appointed by Oswal Engineering Private Limited to investigate the causes of the massive fire which took place last night in the factory, leaving behind enormous destruction to the factory building and loss of several lives. Draft a business report on behalf of the committee showing causes of the accident and submitting corrective measures to avert such disasters in future.

- (a) You are having an interview next week in banking sector. As an interviewee, elaborate the important points you will keep in mind at the time of your interview for your exceptional performance.

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OR

- (b) Submit your professional resume to the Welltonics Pharmaceuticals for the post of a Regional Sales Manager.

(2) CC-208 : Commercial Communication
(Optional)

- (a) What is the theme of the story 'The Lost Child'? **18**
Critically analyze the story in your words.

OR

- (b) What is the significance of the title 'Too Dear'?
Describe the different levels of punishment meted out to the criminal at different times.

- (a) Under the Corporate social Responsibility policy, **17**
draft a request letter on behalf of your college principal to Tata Chemicals Limited, Mumbai seeking donation for setting up a digital library for the underprivileged students.

OR

- (b) As a social worker, write a letter to the Chief Medical Officer of the government hospital to organize free medical check-up camp for young adults of your village.

- (a) Goenka Petroleum Limited, Indore, plans to **18**
open an agency for the domestic and industrial LPG distributorship. As the Managing Director of the company, draft a request letter to the Chief Controller, Petroleum and Explosives Safety Organization (PESO) to get the licence.

OR

(b) You are well-informed about the corruption practiced by the ration shop owner of your area. As the elected member from your constituency, draft a letter to the Chief Officer, Commissioner of Civil Supplies and Consumer Protection, requesting to terminate the distributorship with immediate effect.

(a) (1) Despite several reminders, your regular distributor has failed to pay the amount in stipulated time. Draft a strong reminder letter to the Magnet Electronics Private Limited, giving warning of legal actions against them if they fail to execute on your final payment in given time. 10

OR

(2) Draft a thanks giving letter to your valuable customer for maintaining their promptness in making payments against the purchase of your goods.

- (b) Match the following idioms and phrasal verbs in Group 'A' with their corresponding meanings in Group 'B'.

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A	B
(1) Child's play	(1) God knows
(2) A hue and cry	(2) An extremely simple task or act
(3) At the eleventh hour	(3) To talk about lots of unimportant things
(4) Heaven knows	(4) In the same difficult situation as someone else
(5) Beat about the bush	(5) At the last moment
(6) Sailing in the same boat	(6) A noisy expression of public anger
(7) The other side of the coin	(7) A different way of looking at a situation
