

Shree Narayana College of Commerce

Bachelor of Commerce

Semester – 06

Subject Code –

Academic Year – 2024-25

Subject – Commercial Communication

Q-1. (A) Answer the following questions in brief:

1. What did Pete do on every Thanksgiving Day?
2. What is the surprising thing that we get to know about the Old Gentleman at the end of the story ?
3. How does fear affect our thinking?
4. When does freedom of mind come into being?
5. Why did the boy like Saturday?
6. What did the boy expect to see while returning home?
7. How did Rakesh bring glory to the family ?
8. Why did Varma express his wish to die?
9. Describe the young girl whom Monsieur Lantin had fallen in love with.
10. How did Monsieur Lantin become rich? What did he do then ?

(B) Write a short note on the following:

1. The end of the story “ Two Thanksgiving Day Gentlemen”.
2. J. Krishnamurti’s views on real freedom.
3. The little boy
4. The character of Varma.
5. The surprising end of the story “The False Gems”

Q-2. Attempt the following Import-export Correspondence in an articulate manner:

- I. Draft a written correspondence in the form of a letter on behalf of Arvind Textiles Ltd. , Mumbai, to Thrive Ltd, Tokyo, Japan, introducing their range of textiles.
- II. Draft a letter on behalf of Dickinson Pvt. Ltd., Urgentina, inquiring about the manufacturing of Wooden Home Décor Items from Sharma Pvt. Ltd., Delhi, India.
- III. Draft a reply on behalf of an Indian Exporter to an Inquiry of a Foreign Importer.
- IV. Write a letter on behalf of The Legendary Electronics Ltd, requesting the bank to open an irrevocable letter of credit in the favour of Modern Electronics Ltd. London, U.K.
- V. Draft a letter on behalf of The Legendary Electronics Ltd., Delhi, intimating to Modern Electronics Ltd. London, U.K. for opening of an irrevocable letter of credit in his favour.
- VI. Draft a letter of Intimation regarding shipment of books and magazines on behalf of Ocean Books Pvt. Ltd., Toronto, Canada to Jamnadas Book House, Ahmedabad.

Q-3. Attempt the following in a lucid manner:

- I. You are Dhruv Verma, Sales Executive of Kamal Sales Emporium, Jaipur, Rajasthan. Draft a letter to Kashish Purohit, Managing Director, with the intention to open a Sales Depot in Ahmedabad.

- II. You are Vashishtha Kumar, Manager of Chanakya Machines Ltd. Draft a report on the performance of the staff of the company's Delhi, Mumbai and Kolkatta Branches.
- III. A committee has been appointed to look into the feasibility of taking over an Industrial Unit by a company. Draft the report accordingly.

Q-4. Read the following Market report and answer the questions that follow:

CORONA VIRUS EFFECT: SENSEX FALLS 1448 POINTS

Benchmark Sensex which was going strong since the beginning of this year has today fallen victim to the coronavirus outbreak across the world. Other factors like high rate of inflation, falling of economic growth and weak GDP growth are also cracking the market down.

Sensex closed 1448 points lower at 38297 and Nifty lost 431 points to 11,201 today. This was the second-biggest fall for the Sensex ever (in terms of points) in a single day. Highest fall ever was recorded when Sensex plunged 1624 points to close at 25741 on August 24, 2015. While Sensex has clocked 7.17% fall since the beginning of this year, Nifty has fallen 7.94% during the period. On the contrary, things were very rosy five months ago.

Questions:

1. Which trend is indicated in the headline?
2. Which stock exchange is mentioned in the headline?
3. What type of report is this?
4. Find out two factors responsible for the present trend.

(B) Match the following:

1. Brisk Buying	a. During day
2. Bourse	b. Rupees
3. Intra-Day	c. French word for Stock Exchange
4. Nose diving	d. Heavy buying
5. Points	e. shares
6. Equities	f. sharp fall of share prices
7. Correction	g. Base Value
8. Face Value	h. a negative movement of the stock market.