



**MAC-904**

Seat No. \_\_\_\_\_

**B. Com. (Sem. III) Examination**

**October / November - 2018**

**Commercial Communication : CC - 204**

*(New Course)*

Time : 3 Hours]

[Total Marks : 70

- 1 Develop a theme either For or Against : (any one) 18
- (a) Village Life is better than City Life
  - (b) India is fit for Democracy
  - (c) T. V. Programmes are a waste of time.

- 2 (a) Write a standing instruction to a bank 18  
Manager, SBI, Patan regarding deduction of  
LIC premium from your Savings bank account.

**OR**

- (b) On behalf of Pratik Parmar, draft a letter to  
the Manager, Dena bank, Mehsana asking for  
a home loan to build his own house.

- 3 Write short notes : (any two) 18
- (a) "Internet is a blessing". Explain.
  - (b) Adverse effects of E-Commerce
  - (c) Usage of E-Commerce in Modern Business
  - (d) Disadvantages of Internet.

4 (A) Explain the commercial terms : (any five) 10

- (1) Pay Order
- (2) Circulating Assets
- (3) Account Current
- (4) Ad Referendum Contract
- (5) Condition
- (6) Arbitrage
- (7) Post-date

(B) Match the commercial terms of column (A) 6  
with their explanation in column (B).

- | (A)               | (B)   |
|-------------------|---|
| (1) Indenture     | (1) Earlier dated document  |
| (2) Reserve price | (2) Property lien from borrower to lender for security of loan    |
| (3) Hypothecation | (3) Pledging of property as a security for a debt without parting |
| (4) Bank rate     | (4) Agreements between two parties regarding rights or duties     |
| (5) Mortgage      | (5) R.B.I. fixes it   |
| (6) Ante-date     | (6) Selling at lowest price in an auction                         |