

B.Com. Semester - 5 (CBCS) Examination**Oct/Nov. – 2019****ENGLISH LANGUAGE - 5(FOUNDATION)****Time: 2:30 Hours****Marks: 70****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate marks.

- Que-1 Write short notes: **(Any One)** (10)
- (a) Various strategies to start our own small business
 - (b) Jakhra's way of living the life of a *brahmachari*
- Que-2 Answer the following in 5-6 lines: **(Any Five)** (20)
- (1) What is meant by the horizontal/vertical distinction among societies?
 - (2) How can you source the startup money for your business?
 - (3) How did India manage to limit *Mangalyaan's* cost?
 - (4) How has urbanization benefitted different groups of people?
 - (5) Who was Teja Ba?
 - (6) Why do some people criticize India's space programme?
 - (7) 'if you are in business, then you are in a global business'- explain
- Que-3(A) As the secretary of the Param Mills Ltd., Draft an individual report on the advisability of opening a new spinning and weaving mill in Junagadh (10)
- OR
- Que-3(A) (10)
- As chairman of the students' union, you have been asked to consider the possibility of starting a co-operative store in your collage. Draft your report.
- Que-3(B) Draft a questionnaire to survey: **(Any One)** (10)
- (1) A new consumer product being introduced in the market
 - (2) College Students' attitude to the internal evaluation system
- Que-4(A) Read the following share market report and answer the following questions: (10)

Equities suffer set-back on Dalal Street

Mumbai, March 10

The Depressed Sentiments prevailed on the BSE today. Industrials lost further ground under persistent tired and nervous bull liquidation following discouraging advices from around the day's lowest level, with substantial losses on balance, barring pharmaceutical.

Due to hectic speculative selling pressure and dearth of foreign inquiries cement and select information technology industrials had a retreat, The White House adopted lip-tight policy over the scandals that rocked the national share market. The foreign investor and local speculators followed the policy of wait and watch, Most of the equities resumed lower than their previous close. On the IT, Computers Satyam Software, Penta Software and Silver Line lost 21/-, 27/- and 14/- to their previous close of 334/-, 192/- and 185/- respectively. On the cash section Reliance, ACC. TISCO were quoted at 407/-, 193/-, and 146/-, 7/-, 3.50/- and 4/- respectively lower than their previous close, while Ram Baxy in Pharma section gained 12/- to its previous close of 415/-

The turnover was moderate and the undercurrent uncertain, The trading was centered on Pivotal as the index closed at 4039 suffering a fall of 91 Points.

Questions:

- (1) Simplify the title.
- (2) What does Dalal Street Signify?
- (3) What was today's closing for Satyam Software and Silver Line?
- (4) What was the previous close for TISCO and Reliance?
- (5) What trend pharmaceuticals show and which share among the given list of scripts represents pharmaceuticals?

OR

Que-4(A) Read the following share market report and answer the following questions: (10)

ICE stock suffers sharp setback

MUMBAI

After initial Stength; Infotech, communication and entertainment stocks suffered sharp setback on the Bombay Stock Exchange (BSE) on Tuesday in the wake of panic selling triggered by speculation of default by leading bulls.

Reflecting the trend, the BSE sensitive index opened up at 4140.63 and rose to 4156.03 at early stages. However late pressure brought it down to the day's low of 4020.68 before closing at 4069.68 as against Monday's close of 4112.69 a net fall of 43.01 points.

Market sources who expect growth-oriented Union Budget to be presented today, did not rule out further damage from rumours of likely payment defaults by once market mover leading broker.

Questions:

- 1) What is meant by ICE?
- 2) What is the difference between the previous closing and the day's closing of BSE index?
- 3) How did the speculation of defaults by leading bulls affects ICE Stocks?
- 4) What market trend is forecats for the next day? Why?
- 5) What type of the Union Budget is expected by the market?

Que-4(B) Write an essay on the following: (**Any One**) (10)

- (1) India's stand in 21st century international business
- (2) World of business and human values
