647510 **BCMEngFC5010** **Seat No :_________**

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 a short note. (Any One) (10)

(a) Strategies for doing business in Rural India.
(b) Routine of Jakhra, the snake charmer.

Que-2 Answer the following in 5-6 lines. (Any Five) (20)

(1) What was the 'other poison' which killed Jakhra?
(2) How have regional brands innovated for the rural market?
(3) What makes *Mangalyaan* a considerable achievement?
(4) Why do some people criticize India's space programme?
(5) How can you source the startup money for your business?
(6) What should one do while working with individual-focused cultures?
(7) Difference between individual-focused cultures and collective-focused cultures.

Que-3 (A) As the Manager of the Jagnath Chemicals, darft an individual report providing advisability for opening a sister concern in the Gir Somnath district. (10)

OR

Que-3 (A) As a General Secretary of college campus, you have been asked to make preparation for Navratri celebration in your college. Draft a report for the same.

Que-3 (B) Draft a questionnaire to survey. (Any One) (10)

(1) Socio-economic background of salesgirls.
(2) Consumers' preference for a new brand of pain relieving oil.

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

Equities recover on speculative support

Mumbai, Feb.4

Equities recovered smartly on the Bombay Stock Exchange (BSE) on Tuesday following heavy buying by speculators and foreign investors. Reflecting the uptrend, the BSE sensitive index opened at 3322.04 and closed at 3377.63 showing a gain over the previous close of 3324.22.

The BSE-100 advanced by 17.40 points to 1476.72. The BSE 200 and Dollex settled at 327.98 and 152.23 compared with 325.01 and 150.81 previously. The leading operators from Calcutta were extending support to favourite scrips like Tisco and SBI. The foreign institutional investors were showing interest in Colgate, Orient Bank and Bajaj Auto.

Questions:

(1) What is the trend of the market? Why?
(2) How much did the BSE Sensex gain at the end of the day?
(3) What is the previous closing level of the BSE 100?
(4) Which companies did attract FIIs?
(5) Explain the following terms:
(a) Speculators (b) Scrips (c) Operators (d) Recovered.

OR

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

Mumbai, Feb.22

(UNI)

Pharmaceutical and software scrips once again stole the limelight on the last day of the current settlement on the stock market here on Friday following fresh purchase by FIIs as well as buying from operators.

Financial Institutions too were reported to have made good quantity purchases in key scrips like HPCL, SBI, BPCL, MTNL and Steel Authority of India.

The bullish mood of speculators could be seen from fresh buying support even on the last day of the account when they generally square up their position to avoid high margin on the carried forward business.

Questions:

(1) Provide a suitable title to the report.
(2) Which companies scrips gain on BSE?
(3) Some scrips were bought in bulk by financial institutions. Name the companies.
(4) What the speculators would do to avoid high margins on the last day of the account?
(5) Explain the following terms:
    (a) UNI (b) Pharmaceutical
    (c) FIIs (d) Stole the limelight

Que-4 (B) Write an essay one the following. (Any One) (10)

(1) Digitalization and the World of Commerce
(2) Goods & Services Tax-an Overview.

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