647510 **BCMEngFC5010** **Seat No :________**

B.Com. Semester - 5 (Remedial) (*CBCS*) Examination
March/April-2023(Old Course)
ENGLISH LANGUAGE - 5 (FOUNDATION)

Time: 2:30 Hours **Marks: 70**

Instructions:

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

Q.1 Write short notes. (Any two) (14)

(1) Making of 'Mangalyaan' as mars mission. (3) Business strategies for Rural India.
(2) The life sketch of Jakhra.

Q.2 Answer the following questions. (Any four) (14)

(1) How has urbanization benefitted different groups of people?
(2) How did Jakhra managed to capture the pair of cobras?
(3) How have regional brands innovated for the rural market?
(4) What is Mangalyaan's primary objective and why is it important?
(5) How can you source the start up money for your business?
(6) How is the individualist/collectivist behavioural difference seen in a detergent advertisement?

Q.3 Draft the report on the following (Any one) (14)

(1) On behalf of the Hilton Hotels Ltd., Report to your Board of Directors on your visit to Ahmedabad for opening a branch hotel there.

OR

(1) A secretary is instructed to report on the causes of decline in the sale of washing machine. Submit the report of the secretary suggesting measures to arrest the decline.

Q.4 Draft a questionnaire to survey. (Any one) (14)

(1) Customers choice of Herbal Hair Shampoo.
(2) Socio-Economic Conditions of Private School Teachers.

Q.5(A) Read the following share market report and answer the following questions: (07)

<u>Dalal street indices tank 1.5% on concerns over fed moves</u>

Mumbai:

India's equity indices dropped 1.5% extending losses to the second straight day, as renewed concerns that the us federal Reserve will be stead fast in it's battle against inflation rate into some of the recent gains.

Investors are a waiting the us fed chief Jerome Powell's Jackson Hole speech on Friday that is expected to give markets some hint of what could be in store for September's rate-setting meeting. Sensex dropped 872.28 points or 1.46% to close at 58,777.87. Nifty declined 267.75 points or 1.51% to end at 17,490.70. both had fallen 1.19% on Friday.

Last week, the Sensex had crossed 60,000 for the first time in over four months and the Nifty had Fallen a few points short of breaching 18,000. Riding a bullish wave that had lifted both indices by almost 18% from their 52 week lows on June 17. The rebound was driven by hopes that the Fed would not raise interest rates aggressively with inflation showing signs of peaking. But this optimism has been tempered by comments from Fed officials signaling that the fight against inflation will continue.

Questions:

(1) Explain the title in simple words.
(2) How much do Sensex and Nifty decline? On which day?
(3) What was the condition of Sensex and Nifty last week?
(4) What was the hope about inflation in market?
(5) Explain the terms.
 (1) Dalal Street (2) Bullish Trend

Q.5(B) Write an essay on the following. (Any one) (07)

(1) Life Lessons that Corona Virus Taught us (2) QR Code Payments

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