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

B.Com. Semester - 5 (Remedial) (*CBCS*) Examination
Feb/Mar. -2021 (OLD COURSE)
ENGLISH LANGUAGE - 5(FOUNDATION)

Time: 1:30 Hours **Marks: 42**

Instructions:

1. Figures to the right indicate marks.
2. There are five questions in the question paper.
3. Answer any three of the following questions.

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

1. Business strategies in multi-cultural markets
2. The concept of 'snake charmer'

Q.2 Answer the following in 5-6 lines. (any four) (14)

1. How large is India's rural economy?
2. Why do developed nations like the UK invest heavily in space research?
3. How can one come up with a good business idea?
4. How important is an exist strategy for your business plan?
5. What is meant by the horizontal/vertical distinction among societies?
6. Describe how Jakhra lived the life of a *brahmachari*?

Q.3 Draft a report on the following. (any two) (14)

(A) As the manager of the Crown Publications provide your advices for opening a new branch in the Porbandar district.

(B) As a General Manager of 'Help You NGO', you are to prepare a team for serving the people affected in the containment zone due to the pandemic.

(C) As the General Secretary of educational institute, you are asked to make preparation for the Constitution Day celebration in your institute.

Q.4 Draft a questionnaire to survey. (any two) (14)

1. Socio-economic conditions of migrant labourers.
2. Customers' choice of a new sanitizer.
3. Students' views on post-pandemic opening of colleges.

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

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 specukative 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/- abd 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 Ranbaxy 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 scrips represents pharmaceuticals?

OR

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

ICE stock suffers sharp setback

MUMBAI

After initial strength; 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 affect ICE Stocks?
4. What market trend is forecast for the next day? Why?
5. What types of the Union Budget is expected by the market?

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

1. Digital Shopping V/s. Offline Shopping
2. Condition of Trade & Commerce Amidst Pandemic

****