

# AC-139

April-2015

T.Y.B.Com., (Annual Pattern)

Commercial Communication – III

(Text : Naga-Mandala)

Time : 3 Hours]

[Max. Marks : 70

- Instructions :** (1) Mention clearly the option you attempt.  
(2) Figures to the right indicate full marks.

1. Evaluate the character sketch of Rani. 10  
**OR**  
Discuss 'Naga-Mandala' as a social play.
2. Write short notes on any **two** of the following : 10  
(i) Significance of the title 'Naga-Mandala'  
(ii) Appanna  
(iii) The village elders  
(iv) The Flames
3. Draft a press report on any **one** of the following : 8  
(i) A road accident  
(ii) A cyclonic storm  
(iii) Finance Minister's speech on Union Budget.
4. The workers of Zenith Chem Ltd., Ahmedabad are on strike. As a manager of the company draft a report on the demands and complaints of the workers. Suggest appropriate measures too. 8  
**OR**  
On behalf of the committee appointed by a company prepare a report on taking over an industrial unit.
5. Prepare a questionnaire on any **one** of the following : 8  
(i) Socio-economic conditions of college peons.  
(ii) Consumer's preferences for a mobile phone.  
(iii) Reading habits of college students.  
**OR**  
Write an essay on any **one** of the following :  
(i) English – an inevitable language  
(ii) Sports and Education  
(iii) Pollution

6. As an exporter of electronic items in US you have received an inquiry from an Indian importer about prices, terms of payment and other conditions. Draft a suitable reply quoting prices, terms of payment and other conditions for electronic items. **8**

**OR**

On behalf of the Rainbow Traders, Ahmedabad write a letter to the bank asking to open a letter of credit in favour of Roxy Ltd., Canada.

7. Write a letter to the insurance company asking information about various life insurance policies. **8**

**OR**

Write a letter to the insurance company claiming medical reimbursement of the expenditure incurred in the hospital during knee surgery.

8. Read the following stock exchange report carefully and answer the questions given below : **10**

**EQUITIES CHEERFUL ON DALAL STREET March 5**

Equity prices bounced back on the local stock exchange here today and recorded handsome gains on continuous support from financial institutions and bear covering. The announcement of the next Exim policy by the central government and encouraging advices from upcountry stock exchanges added fuel to the fire.

Thanks to large scale institutional support, the unnerving bear hammering and unabated long liquidation which had gripped the market during the past few days seemed to have been effectively arrested.

Tata steel recovered from ₹ 190.75 to ₹ 199.50 on heavy institutional support before finishing at ₹ 196.75 gaining five points. TELCO also moved upto ₹ 422 from the bottom level of ₹ 416. On speculative support. It reacted thereafter on profit taking to close at ₹ 419 with a gain of one point.

**Questions :**

- (1) Which trend is suggested by the headline ?
- (2) Name the stock exchange to which the report belongs.
- (3) What type of report is this ?
- (4) Mention two internal and two external reasons responsible for the trend.
- (5) What was the trend during the past few days ?
- (6) Write down previous closing rates of Tata Steel and TELCO.
- (7) Explain any **two** of the following terms :
  - (i) Bear covering
  - (ii) Institutional Support
  - (iii) Long Liquidation
  - (iv) Exim policy