

Seat No. : _____

KI-116

March-2014

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

Commercial Communication – III

Time : 3 Hours]

[Max. Marks : 70

- Instructions :** (1) Figures to the right indicate full marks.
(2) Mention clearly the option your attempt.
(3) **All** questions are compulsory.

1. (a) “Male dominance and ill treatment of women in Indian society is the core point in Naga-Mandala”. Discuss. **10**

OR

- (b) “Naga is a counter balancing character poised to contrast Apanna.” Justify.

2. Write short notes on any **two** of the following : **10**

- (i) Prologue in the play
(ii) The title of the play
(iii) The Love Triangle
(iv) Kurudavva

3. Draft a press-report on any **one** of the following : **8**

- (i) A Train Mishap
(ii) A Heavy Flood
(iii) CM’s inaugural speech in Vibrant Gujarat Global Business Summit-2013.

4. (a) As a Secretary of Elecon Engineering Works, Vallabh Vidhyanagar, draft an individual Business Report on the demands and grievances of the workers. **8**

OR

- (b) A committee has been appointed by Samsung Digital Co., Mumbai, for inspection of its various branches in Gujarat. Draft a comprehensive Committee Report.

5. (a) Draft a simple questionnaire leading to an inquiry into any **one** of the following : **8**
- (i) Socio-economic conditions of working women in a city.
 - (ii) Reading habits among urban college students.
 - (iii) Consumer preference survey for a newly introduced Mobile handset.

OR

- (b) Write an essay on any **one** of the following in about **250-300** words :
- (i) Rising prices and the common man.
 - (ii) Inflation : The burning issue in the whole world
 - (iii) Molestation of women and the need for strict law against it.

6. (a) As from Glenmark Import Ltd., Vadodara, write a letter to Ms. James & Sons Pvt. Ltd. Co. New York, inquiring for the photographic enlarging machine. **8**

OR

- (b) Write a letter on behalf of Leo Toys Co. Ltd., Shanghai, China to Kids' World, Ahmedabad, intimating about the shipment of goods ordered by them.

7. (a) Write a letter on behalf of Mr. Arnav Solanki, Isanpur, Ahmedabad to LIC of India, Navrangpura, Ahmedabad, soliciting information about various life policies of the company. **8**

OR

- (b) Write a tactful letter on behalf of Mr. Akash Joshi, Science City Road, Sola, Ahmedabad, to the New India Assurance Co., Ltd., Relief Road, Ahmedabad, making a claim for the reimbursement of the Mediclaim policy.

8. Read the following Market report carefully and answer the questions that follow it : **10**

Surcharge Singes Sensex

Mumbai, March 01, 2013

Dalal Street gave a thumbs-down to the Budget proposals with the sensex diving 291 points to close below the psychologically important 19,000 levels as FII nervousness and a new surcharge on corporate taxes spooked investors. The BSE sensitive index today opened strong at 19302.44 and in the initial trading rose to the day's high of 19438.26. However, it collapsed to low of 18910.67 reflecting the negative Budget proposals before closing at 18,976.35. The NSE Nifty also slumped by 98.36 points and settled at 5842.76.

Jittery about the government's likely intention to look into the origin of money flowing into the Indian stock market from tax heavens like Mauritius, foreign funds sold heavily even as most market players accepted that other Budget proposals can fire the economy again provided they are implemented properly. "The Budget targets look a bit difficult to achieve." Said Anand Tandon, CEO. JRG Group, a domestic brokerage house. He further said that the main concerns, however, were related to the marginal hike in corporate taxes and some changes in tax treatment related to NPA recognition by banks. "Together these two can pull down corporate profits and hence the earnings estimates of sensex companies by a couple of percentage points," he added.

For the street, the biggest positive was the FM's restraint on populism ahead of an election year, said Ramdeo Agrawal, joint MD, Motilal Oswal Financial Services. "The market sell-off was the result of no big bang reforms announcements, which incidentally had come in during the run up to the Budget," he said. For the FIIs, which have again taken a cautious stance, the aggressive growth and revenue targets were points of concern. "It's a balanced Budget but FIIs have some concerns on how the aggressive targets and GDP projections would meet," said Vikas Khemani, President and Head, Edelweiss Financial Services.

Questions :

- (1) Which trend is suggested by the Headline ? Point out the word for this.
- (2) Mention any two responsible factors for the current trend in the market.
- (3) Why did FIIs sell heavily ? What did the most market players expect ?
- (4) According to Anand Tandon, which Budget proposals were the main concerns for the market ? Why ?
- (5) Find out the previous closing of BSE Sensex and NSE Nifty.

OR

Write full forms of the following : (any two)

- (i) FII
 - (ii) NPA
 - (iii) GDP
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