

LF-102

April-2014

B.Com. Sem.-VI

CC-309 : Commercial Communication - VI

Time : 3 Hours]

[Max. Marks : 70

1. (A) Answer any **four** questions in brief : **12**
- (1) Who was Alan Trevor ? What was he doing when Hughie went to visit him ?
 - (2) What were the different kinds of tax that were levied on the people of Monaco ?
 - (3) What arrangements were made to keep the murderer in the prison ?
 - (4) How does Tom get the money for his trip to Monte Carlo ?
 - (5) Describe in brief the life of the poor cook before his nose grows.
 - (6) What impression did Madame Loisel create at the party ?
- (B) State whether the following statements are True or False : **2**
- (1) Six poets wrote epic poems about the noble qualities of Long-Nose.
 - (2) When Hughie found out the truth about the beggar, he felt very happy.
2. (A) Write a short note on any **one** : **8**
- (1) The character of Bother Long-nose
 - (2) The loss and replacement of the necklace
 - (3) Hughie Erskine – A man without profession
- (B) Choose the appropriate options : **6**
- (1) What was the name of the book that Hughie's father had left for him ?
 - (a) History of the Peninsular War
 - (b) Tom Sawyer
 - (c) Pride and Prejudice
 - (2) How much amount did Laura's father asked Hughie to earn for his marriage ?
 - (a) Fifteen thousand pounds
 - (b) Ten thousand pounds
 - (c) Thirty thousand pounds
 - (3) Where is the kingdom of Monaco located ?
 - (a) In France
 - (b) In Italy
 - (c) Near the borders of France and Italy
 - (4) What was Tom Ramsay's actual age ?
 - (a) Forty-six years
 - (b) Forty-one years
 - (c) Forty-three years
 - (5) How old was the owner of the world-renowned nose when the story began ?
 - (a) Twenty-five years of age
 - (b) Twenty-four years of age
 - (c) Twenty-one years of age
 - (6) What was the real worth of the necklace that had been lost ?
 - (a) Three hundred francs
 - (b) Four hundred francs
 - (c) Five hundred francs

3. Write a press report on any **one** : 14
(1) A Collision of Trains
(2) An Earthquake
(3) A State Level Independence Day Celebration

4. As from the Secretary of the company, write a tactful report on the prospects of opening a Sales Depot of the company in Surat. 14

OR

Draft a comprehensive committee report on the causes of a decline in sales of a company's products in the State of Gujarat.

5. (A) Read the following market report carefully and answer the questions that follow it : 8

Market celebrates fantastic Friday : Closes above 22k on FII inflows :

Saturday, 29 March, 2014

A host of macro-economic positives like low rate of inflation, an appreciating rupee, rising exports and lower current account deficit, combined with the expectations of a stable government after the Lok Sabha elections, prompted foreign fund managers to turn bullish on Indian equities and lifted the Sensex and the Nifty to life high levels on Friday. The market ended above the magic figure of 22k for the first time. The Sensex closed at 22,055, up 300 points, after scaling an all-time high at 22,074 in intra-day trades. The Nifty on the other hand closed at 6,584, up 89 points after having scaled the psychologically important level of 6,602.

In the Stock market, Friday's rally came on the back of a ₹ 1,465 crore net fund buying by FIIs, that took the current month's aggregate to over ₹ 15,500 crore (about \$ 2.4 billion), with foreign fund managers mainly targeting banking stocks. The main reason for the optimism relating to banking stocks is the widespread expectation that in its April 1 policy meeting, the RBI will keep the policy rates steady and with the economy improving banks are sure to see their revenues and profits surge. In Friday's market, among the bank stocks ICICI Bank gained 3.7% to ₹ 1,242 while HDFC Bank spurted 2.5% at ₹ 750 and SBI went up 1.4% at ₹ 1,725.

Questions :

- (1) Explain the headline using simple words.
 - (2) Mention any two factors responsible for the current trend in the market.
 - (3) Name the indices mentioned in the report.
 - (4) Find out any two verbs from the report denoting the bullish trend.
- (B) Do as directed : 6
- (1) Explain the following terms :
 - (a) Face value
 - (b) Nose diving
 - (c) Points
 - (d) Sensex
 - (2) Give full forms of the following :
 - (a) DIIs
 - (b) FMCG