



UA-0663-RR

Third Year B. Com. Examination

February/March – 2012

English

(Gujarati Medium)

Time : Hours]

[Total Marks : 70

Instructions :

(1)

નીચે દર્શાવેલ નિશાનીવાળી વિગતો ઉત્તરવહી પર અવશ્ય લખવી. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="T. Y. B. Com."/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="ENGLISH"/>	<input type="text"/>
Subject Code No. : <input type="text" value="0"/> <input type="text" value="6"/> <input type="text" value="6"/> <input type="text" value="3"/>	Section No. (1, 2,.....) : <input type="text" value="Nil"/>
Student's Signature	

(2) Figures to the right indicate full marks.

(3) Indicate clearly the options you choose.

1 (a) Discuss the role of evil as opposed to good in the story and show how it is convincingly portrayed through character and action in 'Oliver Twist'. **15**

OR

(b) Who are the benefactors of Oliver in the novel 'Oliver Twist' ?

2 Write short notes : (any two) **10**

(i) Oliver's life at Workhouses.

(ii) Bill Sikes.

(iii) Oliver's life at the Sowerberrys.

(iv) The mystery surrounding the character of Monks.

3 Draft a questionnaire leading to an inquiry in to any one of the following : **9**

(i) Impact of advertisement on buying habits of people.

(ii) Mobile mania among college students.

(iii) Economic condition of the people in the labour area.

- 4 (a) Draft an application with your curriculum vitae regarding the following advertisement : 9
 'Wanted Manager in Advertising and Publicity Department of Royal Publicity, Maninagar, Ahmedabad. Qualification : M.B.A. with advertisement and publicity, Computer Literate, excellent communication skills, 2 years experience in the field of advertisement, ready to work in shifts and open for world wide travel.
- OR**
- (b) As the Managing Director of Indica Multiproducts, Mumbai, make your presentation in the meeting of the Board of Directors of the company, suggesting ways and means to reduce the cost of the company in view of price rise and inflation.
- 5 (a) As the Secretary of Hari Krishna Metals Pvt. Limited Ankleshwar, you have been asked to look into the charges of insubordination, irregularities and misappropriation on the part of certain members of the office staff. Draft a report of your investigation. 9
- OR**
- (b) As the Secretary of Milan Steel Limited, Navsari draft a report on the investigation of the causes of a fire and to suggest the means to be adopted to carry on the business during the rebuilding.
- 6 Write for publication in the press a report on any one of the following : 9
 (i) Fire Accident in Kolkata Hospital killing 85 persons.
 (ii) Ghazal King Jagjit Singh passes away.
 (iii) Celebrations on Republic Day in your city.
- 7 Study the following market report and answer the questions given below : 9
 The BSE sensx plunged to a 2 week low on Monday, down over 365 points at 16502, as the investors sold across sector on weak industrial growth and turmoil in global markets amid Eurozone debt worries.
 The selling was so strong that all 13 sectorial indices closed with losses of upto 3.43% with consumer durables, metals, IT, banking, auto and capital goods taking severe hits.
 In all, 27 of the 30 scrips in the sensx ended in the red. The index opened nearly 200 points lower and fell further to settle at 16502, down over 365 points.

In the past two sessions, investors have lost over 115 lakh crore on the NSE. The 50 issue Nifty also tumbled 113 points to end below the psychological 5 k marks of 4,947. The country's factory output as measured by the Index of Industrial production was a meagre 3.3% because of poor show by manufacturing and capital goods sectors. As a result, market reacted negatively with sharp slip.

Globally, most of the Asian markets closed in the red. The Hang Sang was down 4.21%, Nikkei by 2.31, Strait Times by 2.89% China and South Korea were closed on Monday. In Europe CAC, DAX, FTSE were down between 1.6 and 4.0%.

The global sentiment also dampened further after European Central Bank Chief Economist, Jaregan Sterk resigned because of policy differences with the bank leadership over handling debt crisis in the Euro-zone nations.

Growing fears of Greek default and reports that Moody's investor service may downgrade big banks in France over their exposure to Greece added the selling pressure.

As per the provisional SEBI data in the last five months FIIS have sold shares worth Rs. 427 crore.

The total market breath at BSE remained negative with 1,929 counters losing ground, as against 875 finishing with gains. The total turn over dropped to Rs. 2264 crore from 3133 crore last week.

Questions :

- (i) Identify the trend in the passage.
- (ii) What are the two main trends responsible for the trend ?
- (iii) What are the other responsible factors ?
- (iv) Find out the words showing the trend.
- (v) Write the full form of the following : (any two)
 - (a) BSE
 - (b) NSE
 - (c) SEBI
 - (d) FII
- (vi) Suggest a suitable title to the passage.
- (vii) Is the trend indicated in the passage local or global ?
- (viii) Why did the chief economist resign ?
- (ix) What was the bank's fear in Europe ?