



AI-5423

Seat No. _____

Second Year B. B. A. (Non CBCS) Examination

March / April – 2016

Communication Skill

Time : 3 Hours]

[Total Marks : 100

Instructions : (1) All questions are compulsory.
(2) There are five questions in all.
(3) All questions carry equal marks.

1 (a) Define "Honour", Discuss principles of Honour. 12

OR

(a) What is true courage? Discuss various dimensions of courage.

OR

(a) Define and discuss foundation for success.

(b) Write any one short note: 8

- (1) Credibility gap
- (2) Ten Hallmarks of Educated person
- (3) Character and Reputation

2 (a) Answer the following questions: (any two) 10

- (1) What does Shiv Khera say about 'Mistakes'?
- (2) What is mental toughness?
- (3) How do we teach wrong values?
- (4) What is 'Loving Firmness'?

(b) Explain any two references: 10

- (1) "Cowards die many times before their deaths. The valiant never taste of death but once."
- (2) "I sell my professional time, but not my conscience."
- (3) "No, this is the time to give."
- (4) "Wisdom is nothing more than timely application of common sense."

3 (a) Write a report on the advisability of starting a new Fruit Canning Company in Saurashtra. 10

OR

(a) On behalf of the Committee prepare a report about the financial condition of Vimal Tiles, Industrial Phase-2, Rajkot.

(b) One of the Directors of Dhruhi Plastic Co. Ltd. of Baroda has inquired about the previous Statutory Meeting's proceeding. As the Secretary of the company draft a suitable reply. 10

OR

(b) As a secretary of the company draft a letter to the Company's Auditor to audit the annual report.

4 (a) Draft any two letters from the following : 20

(1) On behalf of Bhumi Plastics Ltd., Navsari, draft an inquiry letter for Plastic material to M/s Chau & Co., China.

(2) Madhuram Company, Rajkot, writes a letter to M/s Boston & Co., Manchester, placing an order for Cell-phones.

(3) Draft a letter to Platinum Traders, U.S.A., advising them of the dispatch of the goods and give all the details of shipment.

5 (a) Prepare a press release on a BLOOD DONATION CAMP organized by your college. 10

OR

(a) Prepare a press release on a Trade Fair held at Gandhinagar.

(b) Read the following share market report carefully and **10** answer the questions given below :

Global cues pull Sensex up 136 points

AGENCIES

Mumbai, 2 February

The Bombay Stock Exchange's benchmark Sensex and the broadbased S & P CNX Nifty today scaled new heights as the stock market extended gains for the second straight day on the back of strong global cues, setting aside worries over rising inflation.

Driven higher by sector specific activity, the bellwether Sensex touched a new intra-day high of 14,462.77. It later ended the day at an all-time high of 14,403.77, up 136.59 points or 0.96 per cent over yesterday's close of 14,267.18.

Similarly, the National Stock Exchange's (NSE) Nifty scaled a new trading peak of 4,198.70 and closed at a record high of 4,183.50, recording a rise of 46.30 points or 1.12 per cent over the last close of 4,137.20.

The market sentiment was enlivened by good buying support from operators and fresh buying by foreign institutional investors in select countries like L & T, BHEL, Bharati Airtel, Reliance Communications, HDFC, Wipro, Satyam Computer, ACC, GACL and Grasim, brokers said.

Despite concerns overstretched valuations and high inflation pressure, investors seemed to be encouraged by record net profits earned by a majority of corporates in the third quarter of this fiscal. Major companies have mostly reported robust growth in December quarter earnings, and the central bank raised its 2006/07 economic growth forecast this week to 8.5-9.0 per cent from 8 per cent.

"The market is clearly being driven by fundamental developments and easy global liquidity - profit growth has been fantastic", said Jigar Shah, director at KR Choksey Shares and Securities. "It looks like the momentum will continue."

Comprehension Questions :

- (1) Explain the title of given share market report.
- (2) Arrange the movement of the Sensex in a table format.
- (3) How many points were gained by Nifty?
- (4) Which scripts were in demand on the BSE?
- (5) Explain the following terms :
 - (i) Bellwether
 - (ii) Counter
