



DAA-002-001501 Seat No. _____

B. Com. (Sem. V) (CBCS) Examination

April / May - 2015

English - 5

(Foundation)

Faculty Code : 002

Subject Code : 001501

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

- Instructions:** (1) All questions are compulsory.
(2) Figures to the right indicate marks.
(3) Mention your answers for Question 1 in the main answer book.

1 Write answers for the following by choosing correct option **20**
from those given below each question. Mention your answers
in the main answer-sheet given to you.

- (1) Master Choa Kok Sui was born in the year _____.
- (a) 1953 (b) 1964
- (c) 1963 (d) 1952
- (2) A mantra "The Great Invocation" was first given to
_____ in 1927.
- (a) Master Choa Kok Sui
- (b) Djwhal Khul
- (c) Alice Baily
- (d) Alice Terrance

- (3) What are the three things that should be allowed to manifest the plan on the earth?
- (a) Brahma, Shiva, and Vishnu
 - (b) Love, Light and Power
 - (c) Evil, Devil and Hatred
 - (d) Holy Masters, Avatars, Incarnations
- (4) What does the poet of The Great Invocation wish should happen with regard to the human race?
- (a) The plan of love and light should work out
 - (b) Purpose should guide
 - (c) Avatar should return
 - (d) Light should descend
- (5) Which of the following is celebrated as "World Press Freedom Day"?
- (a) 3rd May
 - (b) 3rd April
 - (c) 3rd March
 - (d) 13th May
- (6) Which year did Shashi Tharoor join the UN as an Indian diplomate?
- (a) 1979
 - (b) 1978
 - (c) 1977
 - (d) 1976
- (7) Where was the 2003 World Summit on Information Society scheduled to take place?
- (a) Chicago
 - (b) Moscow
 - (c) Geneva
 - (d) New York

- (8) According to Tharoor, the information society of the 21st century can thrive only if the citizens are provided with
- (a) Controlled information
 - (b) Right to freedom
 - (c) Complete access to electronic media
 - (d) Full information to allow democratic participation
- (9) "Time Management" explores issues related to prioritizing, delegating, planning and organizing to overcome the_____ -- _____ malaise.
- (a) lack of time (b) Lot of time
 - (c) Love for time (d) Load of time
- (10) What is high priority task?
- (a) One which has a tight deadline and is important to the company
 - (b) One which has a tight deadline and insignificant to the company
 - (c) One which has no time constraints
 - (d) One that is personal and flexible
- (11) Which of the following is an example of an unforeseen problem one can face at work?
- (a) Lunch breaks and other breaks
 - (b) Health issues preventing one from the work
 - (c) Using a computer to email clients
 - (d) Using the Internet for social websites

- (12) What, according to the article Time Management, are the hallmarks of an employee worthy of promotion?
- (a) Being respectful and punctual
 - (b) Being reliable, efficient and mindful of deadlines
 - (c) Being reliable and in control
 - (d) Being readily available
- (13) The author Ganesh Devy has received _____
_____ for his book "After Amnesia".
- (a) Gyanpith Award
 - (b) Booker Prize
 - (c) Sahitya Akademy Award
 - (d) Padma shri
- (14) According to Devy, the purpose of development is to _____.
- (a) Run for technology
 - (b) Boost industry
 - (c) Uplift the human being and the society
 - (d) Reduce unemployment
- (15) True development, according to Devy, comes from _____.
- (a) Technology
 - (b) Society
 - (c) Outside
 - (d) From within an individual
- (16) Development is the other name of increase in _____
- (a) Thought, process, and analysis
 - (b) Thought, practice, and preaching
 - (c) Confidence, courage and construction
 - (d) Self-confidence, thoughts and ideas

(17) Norah Burke was born in _____ in _____.

- (a) Bedford....1907
- (b) Chamsford....1907
- (c) Redfort....1906
- (d) Oxford...1906

(18) What is the setting of the story "My Brother, My Brother"?

- (a) Himalayan forests
- (b) Indian forests
- (c) Western Jungles
- (d) Eastern Jungles

(19) Who speaks "He must be carried to the hospital at Kalaghat."?

- (a) Father
- (b) Mother
- (c) Sher Singh
- (d) Kunvar

(20) Why was Sher Singh disappointed when he reached the second river?

- (a) Because the river had dried up
- (b) Because the river was flooded
- (c) Because there were elephants on the way
- (d) Because the bridge was broken

2 Write answers for **any two** of the following questions : **15**

- (1) Discuss how time management is essential for all seekers of good careers.
- (2) How is freedom of press essential for the social and economic development?
- (3) How is Sher Singh's journey, to save his brother's life, described by Norah Burke?
- (4) Write a brief note on G N Devy's views on development.

3 Write short answers for **any two** of the following questions : **10**

- (1) Which gods are invoked in the poem The Great Invocation? Why?
- (2) How is time-management carried out in schools and colleges? Discuss aids and tools effective for the same.
- (3) Do you agree with Devy's views on "backwardness"? Give reasons.
- (4) What was Kunwar suffering from? What was his condition like?

4 Prepare a press-release for the seminar held in your **10**

college for the theme "Youth for Nation Building".

OR

Draft a press-release for the inter-college Yoga competition **10**

held at University Campus, Rajkot.

5 (A) Translate the following into Gujarati or Hindi :

$7\frac{1}{2}$

Social commerce is a part of electronic commerce that involves using social media, online media that supports social interaction, and user contributions to assist in the online buying and selling of products and services.

The term social commerce was introduced by Yahoo! in November 2005 to describe a set of online collaborative shopping tools such as shared pick lists, user ratings and other user-generated-content sharing of online product information and advice.

The concept of social commerce was developed by David Beisel to denote user-generated advertorial content on e-commerce sites, and to include collaborative e-commerce tools that enable shoppers "to get advice from trusted individuals, find goods and services and then purchase them". The social networks that spread this advice have been found to increase the customer's trust in one retailer over another.

(B) Translate the following into English :

$7\frac{1}{2}$

પરબ (Parab) શબ્દનો એક અર્થ તરસ્યાનો (thirsty) પાણી આપવા માટે ઉભી કરેલી વ્યવસ્થા એવો થાય છે. અહીં “પુસ્તક પરબ” એટલે જ્ઞાનપિપાસા (Knowledge seeking) વાચન, પુસ્તકોની તૃપ્તિ (quench) કરાવતું અભિયાન (movement). પુસ્તકાલયોમાંથી પુસ્તકો પ્રાપ્ત કરવા એ બધાને માટે સહજ કામ નથી હોતું. પુસ્તક પરબ બધાને એક સરખી રીતે આવકારે છે. કોઈ પણ પ્રકારના ભેદભાવ (discrimination) વિના પુસ્તક પરબમાંથી પુસ્તકો લઈ જઈ શકાય છે.

ગુજરાતના ઘણા પ્રદેશોમાં પુસ્તકની પરબો ચાલે છે. એક તો અમદાવાદમાં માતૃભાષા અભિયાનના મધ્યસ્થ કાર્યાલયમાં અને અમદાવાદમાં દસ સ્થળે અને અમદાવાદ બહારના વિસ્તારોમાં આણંદ, ખેડબ્રહ્મા, થરા, નડિયાદ, વડોદરા, સુરત, રાજકોટ ગોંડલ, પ્રાંતિજ, સુરેન્દ્રનગર, મોડાસા, હિંમતનગર, ગાંધીનગર, ભુજ, મુન્દ્રા, લુણાવાડા, કલોલ આટલા સ્થળો પર પુસ્તક પર મહિનાના પહેલા રવિવારે નિયમિત થાય છે. માતૃભાષા અભિયાને આગળ ધપાવેલો આ મહત્વનો પ્રકલ્પ છે.
