NBC-010-001408   Seat No. _____

B. B. A. (Sem. IV) (CBCS) Examination

March / April - 2017

408 : Communication Skill - IV

(New Course)

Faculty Code : 010

Subject Code : 001408

Time : $2\frac{1}{2}$ Hours]   [Total Marks : **70**

Instructions : (1) All questions are compulsory

(2) All questions carry equal marks.

1 Answer the following questions in detail : (Any **two**)   14
  (1) Explain the beggar's event that changed Meena's life.
  (2) Explain the title of the lesson, `Cause Then cure'.
  (3) Why did Sudha Murty say, We are forgetting our own history.'?
  (4) Throw light on the end of the lesson, `Insensitivity Index'.

2 Write short notes : (Any **two**)   14
  (1) Meena's reward to the beggar.
  (2) Empirical Formula
  (3) Describe Suma's house
  (4) The narrator's reactions against the present legal system.

3 (a) Fill in the blanks with proper verbal ability :   7
    (1) _____ means study of plants.
    (2) A child without parents is called _____.
    (3) To bell the cat means _____.
    (4) Specialist in skin diseases is called _____.
    (5) Bird is to chirp as lion is to _____.
    (6) Peacock is to peahen as horse is to _____.
    (7) A person who brings goods illegaly into a country is a _____.

(b) Fill in the blanks with proper verbal analogy : 7
   (1) Bat is to ball as bread is to _____.
   (2) Tall is to short as early is to _____.
   (3) Dog is to puppy as mother is to _____.
   (4) Gold is to shiny as ball is to _____.
   (5) Green is to color as table is to _____.
   (6) Eat: ate:: Give: _____.
   (7) Hungry: eat:: Thirsty: _____.

4 (a) Translate from English into Gujarati : 7

   What is our duty towards our country? Obedience and discipline are the two qualities that make a nation great. Such people as lack obedience and discipline cannot become a great nation. Our duty is not only to obey the laws ourselves but also to help the government to keep law and order in the country. Even if we do not like certain laws, we must not run down the government. We must not take such a step as prove harmful to the interest of the country.

   (b) Translate from Gujarati into English : 7

   આપણા દેશમાં લાંબા સમયથી મોંઘવારી વધતી રહી છે. સામાન્ય માણસ માટે વધતા જતાં ભાવોને પહોંચી વળવું ખૂબ મુશ્કેલ છે. કટોકટી દરમિયાન થોડી રાહત હતી. પોતે જે ચીજવસ્તુઓ વેચતા હોય તેના ભાવ દર્શાવવું દુકાનદારો માટે ફરજિયાત હતું. જનતા પક્ષના શાસન દરમિયાન ભાવો સ્થિર હતા તેમજ દરેક વસ્તુ પૂરતાં પ્રમાણમાં મળી રહેતી. વસતિ વધારાને લીધે દેશે કરેલ પ્રગતિનો લાભ સામાન્ય માણસને મળ્યો નથી. કાળા બજાર, સંગ્રહખોરી અને નફાખોરીને લીધે ભાવો વધતા રહે છે. વ્યાજબી ભાવની વધુ દુકાનો ખોલવાથી કદાચ થોડી રાહત મળી શકે.

5 Read the following market report and answer the questions 14 given below :
Equity shares Experience a Heavy Fall in Prices on BSE
   The prices of shares showed a downward trend in the post budget session on the Bombay Stock Exchange today. The atmosphere of the market was dull and the inner trend weak as there was no support from investors as well as bull operators.

The downward trend here was mainly due to the heavy losing of taxes in the budget. Excise duty on petrol, gas, electricity, coal etc. was increased but no encouragement or relief was given to the companies. The textile shares were not affected at all by the increase in the import duty on polyester yarn. The opinions from the markets of the other cities were quite unfavourable. In textile shares: Bombay Dyeing, Century and Standard showed considerable fall in prices.

In the mixed types of shares: Engineering, Shipping, Chemicals and Steels showed heavy fall in prices ranging from Rs 5 to 10.

The shares in each section were fully dull. The fluctuations at a glance show decline in the prices of all the shares.

Questions :
(1) What trend is suggested by the title of the report?
(2) What was the main reason for the downward trend?
(3) Why were the budget proposals unfavourable for the market?
(4) Why was the inner trend weak?
(5) How did the textile shares react to the increase in the import duty on polyester Yarn?
(6) What was the position of the shares of Bombay Dyeing, Century and Standard?
(7) Explain the following terms :
    (A) BULL
    (B) BSE.

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