



MBC-010-001408

Seat No. _____

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

March / April - 2018

Communication Skill - IV

(Old 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) Why did Sudha Murty say "We are forgetting our own history?"
- (2) Describe house warming ceremony in "Insensitivity Index".
- (3) Draw the character - sketch of Meena in "A lesson in life from a beggar".
- (4) Explain the title "Cause then Cure".
- 2** Write short notes : (Any **Two**) **14**
- (a) How was Suma's house?
- (b) What is meant by empirical formula?
- (c) What theory does Sudha Murty give about Conversation?
- (d) Where was Sudha Murty going? Who was there in her compartment?
- 3** Do as directed : **14**
- (A) Give the meaning of the following Idiom : (Any **Five**) **5**
- (1) To bell the cat
- (2) Jack of all trades
- (3) To come out with flying colours

- (4) White elephant
 (5) Born with a silver spoon in one's mouth
 (6) A bird's eye view
 (7) Take to one's heel
- (B) Give one word for the phrases given below : 5
 (Any **Five**)
 (8) A person who brings goods illegally into a country
 (9) An account of a person's life written by himself/herself
 (10) That which can be drunk
 (11) A child without parents
 (12) A person who looks at the bright side of everything
 (13) One who sacrifices one's life for a cause
- (C) Complete the following using the proper analogy : 4
 (Any **Four**)
 (14) Horse: Pony; dog: _____
 (15) Soldier: sword; writer: _____
 (16) _____ bitch; lion: lioness
 (17) Owl: _____; goat: bleat
 (18) Dermatologist: specialist in disease of skin;
 _____ : Specialist in heart diseases
 (19) _____ : plants; Zoology: animals
- 4 (A) Translate the following paragraph into Gujarati : 7
 The common people have a very short memory. They are forgiving and forgetful by nature. They forget their own physical suffering, their exploitations and even their slavery. They forget the events of their massacre even. But this tolerance and kindness of the people is misunderstood as their weakness. The ruling class look down upon them and make fun of them. The people need not forgive the wrong doers if they want to end their exploitation and live honourably.
- (B) Translate the following paragraph into English : 7
 અનુભવ શ્રેષ્ઠ શિક્ષક છે. અનુભવ દરેક વસ્તુ શીખવતો નથી. તે ઇતિહાસ, ભૂગોળ કે રસાયણશાસ્ત્ર શીખવતો નથી. તે જે શીખવે છે તે જીવન જીવવાની કળા. આ વિષય અનુભવ જેટલી સારી રીતે બીજું કોઈ શીખવી શકતું નથી. અનુભવ એ કડક શિક્ષક છે. અને તે આકરી ફી વસૂલ કરે છે, તે ભૂલોની બહુ કઠોર શિક્ષા કરે છે, પરંતુ તે પોતાના પાઠ સંપૂર્ણ પણે શીખવે છે.

- 5 Read the following market report and answer the questions given below it:

14

Sensex plunges 453 Points

B S Reporter

Mumbai, 14 March

The benchmark Bombay Stock Exchange (BSE) Sensex today plunged nearly 453 points (3.49 per cent) to 12529.62 as US, European and Asian stocks tumbled on concerns of a slowdown in the US economy.

Heavy selling in Sensex heavyweights Infosys, Reliance Industries, Bharati Airtel and ICICI Bank took a heavy toll on the benchmark indices. Bajaj Auto and Gujarat Ambuja were the only gainers on the Sensex. The BSE Banking Index (down 4.14 per cent) and BSE information Technology Index (down 3.97 per cent) were the biggest losers. The board-based S & P CNX Nifty lost 3.43 percent to 3,641.10 points. The markets fell for the first time in the week after witnessing gains on the first two days.

US stocks wiped out three days of gains after growing mortgage delinquencies heightened concerns of a home-loan crises spreading across the world's largest economy. The fear of a slowdown in the US economy means lower export revenues for emerging as well as developed Asian economies as US has been one of the top export destinations for these countries. The US Bankers' Association yesterday said one number of borrowers who paid their mortgage payments late has grown to the highest level in the past four years, a sign of slowing of the US economy.

Markus Rosgen, Citigroup Investment Research's managing director and head of regional strategy, saw today's market movement as a domestic reaction to global sentiments.

He said the global events would continue to influence domestic market sentiments.

Comprehension Questions :

- (1) Explain the title of the given share market report.
- (2) Which scrips were the gainers inspite of negative trend in the market?
- (3) How did the fear of a slowdown in the US economy affect developed and emerging Asian economies?
- (4) Which was considered as a sign of slowing of the US economy?
- (5) What was the opinion of Markus Rosgen regarding today's market movement?
- (6) What is BSE?
- (7) Who is Markus Rosgen?
