



PF-002-001601

Seat No. _____

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

July - 2018

Foundation Course in English

(Fusion An Anthology for Advance study)

(New Course)

Faculty Code : 002

Subject Code : 001601

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

[Total Marks : 70

- Instructions :** (1) Attempt all the questions.
(2) Figures to the right indicate marks.

- 1** Answer the following questions in detail : (Any **Two**) **20**
- (a) Describe Sudha Murty's impression of the young son of her childhood friend.
 - (b) 'Romance at short notice was her specialty,' how well does this observation describe the niece of Mrs. Sappleton?
 - (c) Explain how Nooyi spearheaded vital and dramatic changes to the policies of her company.
 - (d) Explain the obvious and deeper meaning of the line -miles to go before I sleep."
- 2** Answer the following questions in brief : (Any **Three**) **15**
- (a) What were the three rules Nooyi followed for rising to the top of her company?
 - (b) What is active memory? How is it connected to passive memory?
 - (c) According to the essay, what is the issue that educationists have not been able to grapple with?
 - (d) Which words of J. J. Irani came to Sudha Murty's mind while talking to the son of her friend?
 - (e) What was 'the great tragedy' in her aunt's life that Vera talked about?

- 3 Reshape the following story in your own words : 15

Two friends were passing through a forest. They saw a bear approaching from the opposite direction. One friend, who was slim and agile, ran and climbed up a tall tree. The other one, who was slightly hefty, could not run fast or climb up a tree. He lied down on the ground, as if dead.. The bear came by, sniffed him and went away. The first friend climbed down and asked him, "What did the bear say to you?" "He said," the other one replied, "Never trust a friend, who lives you in your hard times. Good bye."

- 4 (A) Comprehend the following passage and answer the questions that follow : 10

Publicity is one of the most effective and useful means of increasing the sales of a product today. So, it is of great importance to a man of commerce. In fact, publicity is widely used in nearly all the departments of a business organization. The modern business man has the greatest need and use of publicity. But, first of all, what do we really mean by publicity?

Publicity means the use of all media by which the people come to know of a, product, a thing, a person, or a particular event. So publicity is a very wide term. The different media of publicity are - radio,-newspaper, television, posters, exhibitions, cinema-slides, advertisement,, and so on. Therefore, the scope of publicity is also very wide. In fact, it is unlimited. It is impossible here to prove the value and use of publicity by taking up all the media. So we shall study it by taking up the medium of radio. Radio is doing tremendous publicity of many different, products. Secondly, the publicity of the different popular films is also very cleverly done. At first, the radio listeners hear sweet and pleasing film songs. The result is that they become interested and attracted. Then the film song is suddenly stopped and the publicity of a popular film is done. This method holds the attention of the listeners. T. V. is also an ideal medium of publicity. Its appeal is more strongly felt owing to the visual effects. And under its strong influence, people are tempted to buy useless things, just because their

favourite hero or heroine is shown to use it on the screen. Publicity, how ever is not without its adverse effects. At times, two large companies from the same field indulge in rivalry. In such cases, the companies try out unfair and-dishonest means. One should, therefore employ this powerful tool of publicity judiciously.

Questions :

- (1) Why is the publicity of great importance?
- (2) How are people induced to buy useless items by the media?
- (3) What happens when two competing companies indulge in publicity rivalry?
- (4) How is publicity of a Popular film cleverly done?
- (5) Point out two words from the passage that indicate the meaning close to the words 'huge, 'enormous' or 'immense'.

- (B) Comprehend the following passage on answer the questions that follow : **10**

Mumbai : The firm trend continued unabated and equities improved further on sustained speculative buying and short covering on the BSE here today. In a bounce back, the market benchmark Sensex zoomed by 467 points, achieving a new height in its biggest single day gain in last three years as domestic investors showed their preference in banking, information and technology and infrastructure segments.

Brokers said foreign funds selectively purchased shares of Hindustan Lever and ITC Ltd., which were quite attractive. ITC flared up on heavy speculative buying. Hindustan Lever was in good demand from FIIs and domestic funds alike on speculation of good working results.

Reflecting the market mood, the BSE sensitive index opened higher at 3,339.02 and continued to move up at a steady pace to touch a high level of 3,366.07 and later closed at 3,357.48 with a 'gain of 38.29 points. The BSE -100 closed at 1467.98 with a gain over the previous close of 1,435.16.

Questions :

- (1) Give a suitable heading to the report, indicating the trend of the market.
 - (2) What factors are responsible for the present trend of the market?
 - (3) Which shares were in demand in domestic market?
 - (4) What is the previous closing level of the BSE-100? How much gain does it show?
 - (5) What sort of market movement does Sensex indicate?
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