

Seat No:_____

TC-01

Commercial Communications

Paper-III

Time : 3 Hours]

[Max. Marks : 70

Instructions : (1) Clearly indicate the distinctive numbers of the questions and sub-questions attempted.

(2) Figures to the right indicate full marks.

1. 'Even to uphold the cause of love and law all the human beings have always been fallen prey to the age old social and legal conventions'- Substantiate in the light of 'Justice'. **10**

OR

1. Sketch the character of William Falder. **10**

2. Write Short Notes on any **TWO** of the following : **10**

1. Ruth Honeywill
2. Harold Cleaver's plea to the jury
3. Cockeson's views on confinement
4. The end of the play

3. Draft for publication in an English daily, a report on any **ONE** of the following : **15**

1. A train accident
2. A devastating sea coast havoc
3. Resonance to the Union Budget

4. A secretary is instructed to report on the causes of decline in the sale of washing machine. Submit your report suggesting measures to arrest the decline. **10**

OR

4. Write a positive business report on behalf of the three-men committee to the Directors for taking over another huge plant of chemical dry stuff in Baroda.

5. Prepare a simple questionnaire that leads to an inquiry to any **ONE** of the following : **10**

1. Shopping habits of the NRI customers.
2. Socio-economic conditions of the S.T. Bus Drivers/Conductors.
3. Introducing a new brand of shampoo.

OR

5. Write an essay on any ONE of the following topics: **10**
1. Inflation in India
 2. Educated Unemployment
 3. Soaring Prices Sinking Heart

6. Read the following market report and answer the questions given at the end. **15**

**SHARE PRICES ZOOM ON
HECTIC SHORT - COVERING**

Bombay Dec, 8.

Led by Century and Century Enka share prices skyrocketed on hectic short - covering by bears on sustained financial institution buying as the national index crossed the 400 mark point to touch a new pinnacle on the local stock exchange today.

The National index of equity price based on 100 scrips flared up to cross the 400 mark point and touched a new high of around 407.43 points . The BSE sensitive index also flared up by almost 23 points the biggest rise in recent times in a single trading session. The national index previous peak was 404.71 points on June 30, 1991. While BSE sensitive index peak was 738 on July 6, 1991.

Brokers said aggressive buying from financial institutions during the last few weeks had created a shortage of floating stocks of several blue chip companies forcing bears to sharply cover their heavy outstanding sales position resulting in sharp recovery in share values during past election trading sessions.

Opening on a firm note, share prices zoomed upon hectic short- covering on end account consideration as havala rates will be fixed to-day while badla will be transacted on Monday. The market expected badla charges to be lower with several scrips likely to attract backwardation charges.

QUESTIONS :-

1. What type of Stock exchange report is this ? **01**
2. Which trend is suggested by the head lines ?
Point out the word suggesting the trend. **02**
3. Explain clearly “..... Single trading session” **02**
4. What are the striking factors according to the brokers ? **02**
5. Explain : (a) blue chip companies **02**
(b) backwardation charges
6. To what extent did the BSE index react ? **01**
7. Explain any FIVE of the following : **05**
 - i. Zoom
 - ii. Scrips
 - iii. Skyrocketing
 - iv. Points
 - v. Sharp recovery
 - vi. The National Index
 - vii The BSE Sensitive Index

