

553407 Seat No. _____
Second Year B. B. A. Examination
April/May – 2003
Communication Skills

Time : 3 Hours]

[Total Marks : 70

- Instructions :** (1) Figures to the right indicate full marks.
(2) Mention clearly the option you attempt.
(3) Attempt both the sections in the same answer book.

SECTION – I

- 1 "The story that ends with the hero's death is Tragic." **15**
Discuss the element of Tragedy, analytically comparing the ends of lives of *Puran Bhagat*, *Jamadar Tukaram Shindey*, *Lt. Wilson Subbiah*, *Gessler Brothers* and *Vermaji*.

OR

- 1 "Marriages are made in heaven enjoyed on earth;" **15**
Discuss the significance of this saying in case of Mabel and George's marriage.

OR

- 1 Write short notes on any **two** of the following : **15**
(a) Significance of the title, 'The Robe of Peace.'
(b) Rosemary's husband Philip
(c) Hummour in the story 'The Boy who Broke the Bank.'
(d) Pyecraft's problem of weightlessness and Formalyn's help.

OR

- 1 Answer the following questions in brief : (any **five**) **15**
- (a) Why did *Puran Bhagat* decide to return to the village down below ?
 - (b) How did Subbiah adjust to the view situation caused by the food control ?
 - (c) Why was *Lt. Wilson* known as Bachcha Lieutenant ?
 - (d) Why was Gessler's opinion on the bigger firms which turned out boots in large numbers ?
 - (e) Briefly discuss the theme of generation gap in 'A Devoted Son'
 - (f) "I was howled over when I came into your room just now." Did Philip really mean it when he said so ?
 - (g) Describe the situation inside Pyecraft's room when Formalyn entered it.

- 2 Make a precis of the following passage and give it a suitable title : **10**

India being an over-populated country, the consumption of everything here is on a large-scale. But, the government of this country remains highly under pressure because a large part of its funds goes in paying salaries and allowances to bureaucrats and legislations. So, the government imposes new taxes on the industrial goods and also gives the support prices to the crops produced by the farmers. All this causes a rise in the prices of articles.

Rise in prices of luxury goods does not concern the common man. But, the common man is passing through a rough weather as the prices of many consumer goods and necessities like food, clothing and things of everyday use are also showing an upward trend.

The other main factor is the rise in the prices of petroleum products in the international market. As we know, India is mainly dependent on the Gulf countries for petroleum products. The prices of the crops are also not stable. It is because of the sharp rise in the prices of fertilizers, seeds, pesticides and other agricultural inputs. Sometimes, the crafty businessmen take the bureaucrats

the net of their atrocious tactics and by storing several products of daily use, they create an artificial shortage. This all adds up to a hell bent burden on the shoulders of common man.

Another important factor for price rise in India is the lavish inflow of black money. Also the policy of deficit financing by the government is responsible for the rise in prices. Deficit financing leads to increase in circulation of money in the shape of currency notes. It means money is in excess but things are in shortage and its results into high prices.

Some of the other factors that cause price rise are faulty taxation system, inflation, frequent increase in salaries and perks to employees, wastage, expenditure on luxuries, over-staffing in offices, etc. Prices can be kept under control if the government and people work with co-operation. Banks and some other government departments and PSU's have now started attractive voluntary Retirement scheme and Gold Handshake to curtail the staff.

Droughts and floods also lead to fall in production. Strikes and lock-outs should also be avoided to increase production. Strict laws should be passed and implemented against hoarding, black-marketing and tax evasion. Above all, effective steps should be taken to control the burgeoning population which has nullified all our progress.

- 3** On behalf of the secretary of ALPIC Pharmaceuticals, Cochin, draft a report on the causes for the decline in sales and recommend the ways and means to increase the sales. **10**

OR

- 3** Shivaya Group of companies, have formed a committee to look into the issue of taking over an industrial concern. On behalf of the committee, draft the report. **10**

OR

- 3 Read the following market report carefully and answer the questions that follow : 10

BUOYANCY PERSISTS IN CITY SHARES

The bouyancy in the city equities gathered further momentum here today more particularly in the cash scrips. In a large turnover the speculatives continued to be perked up on persistent bull support coupled with encouraging advices from up-country markets. Arvind firmed up to Rs. 330 and century short up to a new peak of Rs. 2,240. Mafatlal industries hardened to Rs. 325 and Oswal Agro to Rs. 120.50 on sustained support. However, Orkay declined to Rs. 89.75 and SPIC to Rs. 82.50 on scattered offerings. Reliance ruled steady at Rs. 390.50.

In the cash section, Bharat Vijay moved down to Rs. 580 in early dealings before firming up to Rs. 660 gaining 30 points. Bell ceramics hardened to Rs. 89, Gujarat Ambuja Cement to Rs. 91 and Gujarat Steel Tubes to Rs. 230 on fresh demand. Mahendra Mills rose to Rs. 44 and Master share to Rs. 12.50.

Questions :

- (i) Which market trend is indicated by the headline ? 2
Point out the word suggesting the trend.
- (ii) Does the report indicate the previous day's trend ? 2
If yes, point out the words indicating the trend.
- (iii) Point out the factors responsible for the general trend. 2
- (iv) Name two scrips which did not follow the general trend. 1
- (v) Explain the following : (any **three**) 3
- (a) Cash Scrips
 - (b) Persistent bull support
 - (c) Up country advices
 - (d) Points
 - (e) Rallied.

SECTION – II

- 4 Write a letter to D. Bhatt and sons, Godhara, complaining that the consignment of pickle bottles received by you, reached in a damaged condition. Ask for a suitable adjustment. 10

OR

- 4 As an agent for a Chain of hotels at hill stations and holiday resorts, draft a sales letter to be sent to high income group families, in the month of March. 10

OR

- 4 Write a letter to a retail store reminding them that they have neither settled their account, nor replied to your earlier reminders offer to take instalment payments to help them to settle the account. 10

- 5 Do as directed : 4

(a) Transform the following sentences as directed :
(any **four**)

- (1) Write the paper honestly. (Make Negative)
- (2) Besides being the best in academics, he is very good in sports. (Make compound)
- (3) Should we waste our time when exams are approaching ? (Make Assertive)
- (4) Summer vacation is the time for us to enjoy. (Make complex)
- (5) None but a powerful President can solve the problem. (Make Affirmative).

(b) Change the voice : (any **three**) 3

- (1) They disconnected the electricity.
- (2) The final examination will begin in the month of May.
- (3) I saw a beautiful calendar in her room.
- (4) All the Medical students use this library.
- (5) Flowers can be used effectively for decorating the room.

- (c) Rewrite the following sentences using Infinitives, participles and Gerunds as instructed : (any **four**) 4
- (1) They are fond of _____ wild life sanctuaries all over the world. (Fill in the blank with the Gerund of 'visit')
 - (2) Sometimes seeing is believing. (Rewrite using Infinitive)
 - (3) After his interview was over, he went to a hill-station. (Rewrite using a perfect participle)
 - (4) To keep company with the underworld hooligans is a dangerous proposition. (Rewrite using Gerund)
 - (5) In India most people speak _____ English. (Rewrite using the past participle of 'break')
 - (6) Sleeping on the terrace is a habit with them during summer months. (Rewrite using Infinitive).
- (d) Give meanings of the following phrasal verbs and use 4 them in sentences of your own : (any **four**)
- (1) Cut down
 - (2) Break off
 - (3) Hang about
 - (4) Go through
 - (5) Look after
 - (6) Strike off.

- 6** Do as directed : 4
- (a) Give simple meanings of the following idioms and use them in sentences of your own : (any **four**)
- (1) To stick to the guns
 - (2) An ugly customer
 - (3) A man of straw
 - (4) The seamy side of life
 - (5) Bear the brunt
 - (6) To be read between the lines.

- (b) Turn the following sentences into indirect narration of speech : (any **three**) **3**
- (1) "You don't have enough balance in your account." the cashier told him.
 - (2) "Why don't you find out the exact time at which the train arrives ? the father said to his son.
 - (3) "Please wait, the doctor is examining a patient." the receptionist said to us.
 - (4) "Now, don't tell me any nonsense; I cannot believe all this." Uncle said to Harita.
- (c) Turn the following sentences in to Direct narration of speech : (any **three**) **3**
- (1) I asked him where he had been for the holidays.
 - (2) She exclaimed with surprise that it was a really incredible coincidence that she met him in the party.
 - (3) They informed me that they were ready to contribute their share to us.
 - (4) The teacher asked us why could not we finish our report that day.
-