

B.B.A. Semester - 4 (CBCS) Examination**March/April- 2018****CORPORATE COMMUNICATION****Time: 2:30 Hours****Marks: 70****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate marks.

- Que-1 (a) Write A Short Note on Any One (10)
1. Skavinski
 2. A real good smile
 3. Govind Singh
- (b) Explain Any Two references (10)
1. 'I m mad, mad.'
 2. 'You have tried various occupations.'
 3. 'Hereafter, no advance against wages will be made to any employee except in case of genuine emergence.'
 4. 'Now you go into back kitchen, Billy.'
- Que-2 Answer the following questions (Any Two) (10)
1. What qualities are required to be a Lighthouse Keeper?
 2. What did Govind Singh do when he received a letter by postman?
 3. What is the responsibility of junior engineers in gas plant?
 4. What are the five stages of career growth in the locomotive shed?
- Que-3 (a) Attempt Any One Lette (10)
1. Draft a collection letter on behalf of Adani Messer for a customer who has not paid your bill in spite of your several reminders.
 2. Neema Imitation Trader writes a letter to one of his regular customers by reminding him debit to be cleared which is pending for the last six months.
- (b) Attempt Any One Comprehension for answering questions (10)
1. Sentiments turn cheerful on the NSE Mumbai. Sentiment turned cheerful on the NSE on Friday as prices rose sharply on heavy buying activities following the powerful conclusion of 'Shila-Daan' ceremony in Ayodhya. The S & P CNX Nifty showed a sharp rally of over 10 points.
Till Thursday, players were cautious and had kept their commitments limited, but as the symbolic religious ceremony of handing over of two carved marble pillars went on smoothly, they became active and did good purchase, brokers said. The market opened on a positive note and prices continued to rise smartly on heavy buying and ended with increased gains.
In the market, 550 securities advanced, 320 declined and 91 held steady with 45 hitting their price bands. Shares like Gold line, Rotomac, Global Com, Color Tele, Micro Computer, Airtel, Honda Petro and Coco India rose sharply.

Questions:

1. Why do sentiments turn cheerful?
 2. why does price continue to rise?
 3. How many securities are advanced and declined?
 4. Name any two companies which rose sharply
 5. Give the suitable title
2. After Initial strength; InfoTech Communication and Entertainment stocks suffered sharp setback on the Bombay Stock Exchange (BSE) on Tuesday in the wake panic selling triggered by speculation of default by leading bulls.

Reflecting the trend, the BSE sensitive index opened up at 5120.32 and rose to 5157.66 at early stages. However, late pressure brought it down to the day's low of 5022.62 before closing at 5050.22 as against Monday's close of 5105.55, net fall of 55.33 points.

Market source who expect growth oriented Union Budget to be presented today, did not rule out further damage from rumors of likely payment defaults by once market mover leading broker.

Questions:

1. What is ICE?
2. What is difference between the previous closing and the day's closing of BSE index?
3. How did the speculation of defaults by leading bulls affect ICE Stocks?
4. What market trend is forecast for the next day? Why?
5. What type of the Union Budget is expected by the market?

Que-4

- (a) Draft an advertisement (Any One) (10)

1. Draft an advertisement of Pencil launched by Reynolds Company.
2. Draft an advertisement of study Loan offered by SBI for those interested students who dream to study in foreign.

- (b) Turn the following sentence into Indirect Speech (10)

1. Roshan said to me, "Please, give me your text book."
2. Father asked boy, "What did you give that beggar?"
3. Vaishali said to Nisha, "Will you come for party tomorrow?"
4. kishan said to Dharmesh, "I was waiting for you at library."
5. Rakesh said to Rajesh, "I may be shifting in new home soon."
6. Nitu said to Mitu, "Will we have finished our last paper tomorrow?"
7. Aunty asked her niece, "Does she do exercise?"
8. Vikas said to Lata, "I have brought you here to show this park."
9. Police said to bike rider, "Do not drive without license."
10. Waiter said to me, "Please wait for the food."
