

B.B.A. Semester - 4 (CBCS) Examination
March/April-2023 [OLD COURSE]
CORPORATE COMMUNICATION(FOUNDATION)

Time: 2:30 Hours**Marks: 70****Instructions:**

1. All questions are compulsory.
 2. Figures to the right indicate marks.
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Q.1 A. Write a short note. (Any One) (10)

1. Skavinski
2. William Morris
3. Billy

B. Explain any two references. (10)

1. 'Could you mend this for me?'
2. 'I am old. I need rest.'
3. 'I've come for a job, sir.'
4. 'Next payday, Jaun. On the Twentieth.'

Q.2 Answer the following questions. (Any Two) (10)

- A. Who is Govind Singh and what problem does he face?
- B. What tips does Alf Agar give Billy?
- C. Why is it important to find a suitable candidate for the job of lighthouse keeper in twelve hours?
- D. Why did stokers start resigning?

Q.3 A. Attempt Any One Letter (10)

1. Draft a Collection letter on behalf of Nikstar Electronic Store, Ahmedabad for one of his customers who has completed partial payment only.
2. Owner of Parmial Furniture sends a Collection Letter to Jessy Wooden Store for paying last month debt.

B. Read the paragraph and answer the questions (Any One) (10)

1. The Bombay Stock Exchange's benchmark Sensex and the broad-based S & P CNX Nifty today scaled new heights as the stock market extended gains for the second straight day on the back of strong global cues, setting aside worries over rising inflation. Driven higher by sector specific activity, the bellwether Sensex touched a new intra-day high of 14,462.77. It later ended the day at an all-time high of 14,403.77, up 136.59 points or 0.96 per cent over yesterday's close of 14,267.18. Similarly, the National Stock Exchange's (NSE) Nifty scaled a new trading peak of 4,198.70 and closed at a record high of 4,183.50, recording a rise of 46.30 points or 1.12 per cent over the last close of 4,137.20. "The Market is clearly being driven by fundamental developments and easy global liquidity- profit growth has been fantastic", said Jigar Shah, director at KR Choksey Shares and Securities. "It looks like the momentum will continue."

Questions:

- I. Give title to above passage.
- II. Give the full form of NSE.
- III. Which companies have seen positive growth?
- IV. What is the status of NSE Nifty?
- V. What is the observation of Jigar Shah?

OR

2. The Reserve Bank of India (RBI) seemed to have given a shot in the arm for the domestic stock market today, with key indices surging nearly 2 per cent after the central bank held key interest rates steady in its monetary and credit policy for 2007-08(April-March). Despite a poor start and bouts of profit-booking in early trades, the Bombay Stock Exchange's Sensex and the National Stock Exchange's Nifty gained strength towards noon ahead of the RBI policy. Today, the Sensex ended at 14136.72, up 208.39 points or 1.5 per cent from Monday, after touching a low of 13850.07 and a high of 14197.32 points intraday. The turnover on BSE and NSE combined was Rs. 15,100 crore, up 35 per cent from Monday. The CNX Midcap Index ended up 1 per cent, while the S & P CNX 500 Index rose 1.2 per cent.

Questions:

- I. Name the head of banks in India.
- II. What is this paragraph about?
- III. Who gained ahead of RBI policy?
- IV. What is the status of Sensex today?
- V. What is the sum of BSE and NSE Monday onwards?

Q.4 A. Draft an advertisement (Any One) (10)

1. Draft an advertisement of Government Primary School recently opened in your town.
2. Draft an advertisement of Wedding Costume Cell newly opened in your area.

B. Turn the following sentences into Indirect Speech (10)

1. Jiten said to Niraj, "You have not called me today."
2. Om asked Rupesh, "Where are you going tomorrow?"
3. Customer said to salesman, "Give me information of this product."
4. Kavya said to Krishna, "I had done this task during my school."
5. Dhyey asked Anil, "Did you check my work?"
6. Jim says to Tom, "I am going to fetch water from pump."
7. Daughter asked mother, "Shall we go for shopping in the evening?"
8. Raj said, "Mukesh was singing loudly at night."
9. Peon said to student, "Principal is not present today."
10. Rashid asked the villagers, "Where does Ketan live?"
