

B.B.A. Semester - 4 (CBCS) Examination**March/April- 2019****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. William Morris.
2. Duties of Lighthouse Keeper.
3. Gateman's Gift.

(b) Explain Any Two references. (10)

1. 'A lighthouse keeper should like to stay in one place.'
2. 'Hereafter, no employee who resigns may be rehired within a period of thirty days.'
3. 'Come here and I'll show you.'
4. 'I am sorry, madam, we do not do repairs.'

Que-2 Answer the following questions. (Any Two) (10)

1. Describe the character of Govind Singh.
2. How does Billy behave in front of Mr. Bidwell?
3. Why did the company issue first memo?
4. What occupations has Skavinski experienced in his life? Where?

Que-3 (a) Attempt Any One Letter. (10)

1. Draft a collection letter on behalf of Kappor Messer for a customer who has not paid his bill in spite of end of financial year.
2. Jyoti Traders writes a letter to one of his customers regarding his debit to be cleared which dues next month.

(b) Attempt Any One Comprehension for answering questions. (10)

1. Pharmaceutical and software scrips once again stole the limelight on the last day of the current settlement on the stock market here on Friday following fresh purchases by FIIs as well as buying from operators.

Financial institutions too were reported to have made good quantity purchases in key scrips like HPCL, SBI, BPCL, MTNL and Steel Authority of India.

The bullish mood of speculators could be seen from fresh buying support even on the last day of the account when they generally square up their position to avoid high margin on the carried forward business.

Questions:

1. Provide a suitable title to the report.
2. Which companies scrips gain on BSE?
3. Name the companies whose scrips were bought in bulk.
4. What the speculators would do to avoid high margins on the last of the account?
5. Explain the terms settlement and buying.
2. Indian stock market continued to suffer from bad breadth, while negative undertone continued to persist. The session opened on a negative note and went on to test the 200-DMA level in the morning. The NSE barometer Nifty came off from those lows, but spent the entire day in a defined zone, while oscillating in a capped range. The headline index ended the day down 54.80 points or 0.50 per cent.

We see a flat to modestly positive opening on Tuesday and expect the 500-DMA and 200-DMA zones of 10,817-10,857 to act as important immediate support. The levels of 10,945 and 10,990 are expected to act as resistance, while supports may come in at 10,850 and 10,810.

The Relative Strength Index (RSI) on the daily chart is 51.7995, as it remained neutral, showing no divergence against the price. The daily MACD continued to remain bullish and traded above its signal line.

Questions:

1. What happened with Indian stock market?
2. What is NSE?
3. What is the expectation on Tuesday?
4. What remained neutral?
5. Give the suitable title to the report.

Que-4 (a) Draft an advertisement. (Any One) (10)

1. Draft an advertisement for newly opened Placement Agency in your town offering job counseling for young graduates.
2. Draft an advertisement of English Improvement App for Smart Phones.

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

1. Rajesh said to Ramesh, "will you lend me 2000 Rs. for emergency?"
2. Inspector said to bike-man, "show your license."
3. Owner said to customer, "he has been in this business since 1975."
4. Rupa said to Gunjan, "do you jog in the morning?"
5. Joe asked Jim, "can we win the game in this situation?"
6. Suman said to Kalu, "I need your help in my project."
7. Science teacher says to students, "object always falls on the Earth."
8. Kapil asked Soham, "did he enjoy party yesterday?"
9. Receptionist said to client, "do not speak loudly here."
10. I asked my father, "when will you give me my gift?"
