

B.B.A. Semester - 4 (CBCS) Examination**April/May -2022 [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 on any one. (10)
- (1) Skavinski.
 - (2) Observation skills of William Morris.
 - (3) Govind Singh.
- Q.1(B) Explain any two references. (10)
- (1) 'You have decided on the floral ring, have you, sir?'
 - (2) 'I am old. I need rest.'
 - (3) 'I've come for a job, sir.'
 - (4) 'I am the new gatekeeper, master.'
- Q.2 Answer the following questions (any two) (10)
- (1) How did Morris solve the problem of theft?
 - (2) Why doesn't anyone want to stay at lighthouse?
 - (3) What are the problems of junior engineers?
 - (4) How did Billy get the job?
- Q.3(A) Attempt anyone letter. (10)
- (1) Draft a collection letter on behalf of Om Mobile Store for one of his customers whose large amount is not paid since long time.
 - (2) Owner of Piyush Wooden sends a Collection Letter to Sun-shine Woods for paying last month debt.
- Q.3(B) Attempt any one comprehension for answering questions. (10)
- (1) The markets maintained 2017's celebratory mood through to the year's last day of trading , with the Sensex closing at a record 34,056.83 amid robust equity shopping by both domestic and foreign institutional investors (FIIs). The Sensex rose 0.62% with Tata Motors, Axis Bank and Tata Consultancy Services NSE – 2.75% logging gains of about 3% each. The BSE Sensex ended 2017 with a gain of 29.58% while the NSE Nifty rose 30.28%. India was the third best emerging market in the world this year after. Argentina and Turkey, according to Bloomberg.

Questions:

- (1) Give title to above passage.
- (2) Give the full form of BSE.
- (3) How did SENSEX create a record?
- (4) What is the status of NSE Nifty?
- (5) What did Bloomberg state?

- (2) The growth of the equity market in India has been phenomenal in the present decade. Right from early nineties, the stock market witnessed heightened activity in terms of various bull and bear runs. In the late nineties, the Indian market witnessed a huge frenzy in the 'TMT' sectors. More recently, real estate caught the fancy of the investors. S&P BSE SENSEX has captured all these happenings in the most judicious manner. One can identify the booms and busts of the Indian equity market through S&P BSE SENSEX. As the oldest index in the country, it provides the time series data over a fairly long period of time (from 1979 onwards). Small wonder, the S&P BSE SENSEX has become one of the most prominent brands in the country.

Questions:

- (1) Define phenomenal.
- (2) How are bull and bear interpreted?
- (3) Which sector got agitated?
- (4) What is the wonder with S&P BSE SENSEX?
- (5) Give the suitable title for the passage.

Q.4(A) Draft an advertisement (any one) (10)

- (1) Draft an advertisement of Newly launched learning app in smart phone.
- (2) Draft an advertisement by Reliance Mall for Dhamaka sale on valentine day.

Q.4(B) Turn the following sentences into Indirect Speech. (10)

- (1) Jitu said to Raju. "please help in my business."
- (2) Doctor said to patient, "you will have to come here for check-up."
- (3) Salesman said to customer, "I sold 100 pens."
- (4) Ganguly said to Sachin, "have you practiced for the match?"
- (5) Nehal said to Darshana, "she exercises daily."
- (6) Jignesh asked Mahesh, "what will you do in function?"
- (7) Mom says to daughter, "I want to gift you a dress on your birthday."
- (8) Harsh told Ravi, "be aware of fake message in mobile."
- (9) Principal said to students, "you are good performers."
- (10) John asked Jim, "should I try another game?"
