

**T.Y.B.Com.**

**Oct-Nov - 2017**

**BUSINESS COMMUNICATION- III**

**Time: 3 Hours**

**8901**

**Marks: 100**

---

- 1(A) Draft Notice and Agenda on any one of the following: 10**  
i) **Extraordinary General Meeting**  
ii) **Routine Board Meeting**
- 1(B) Draft Minutes of any one of the following meetings: 10**  
i) **Meeting Prior to Annual General Meeting**  
ii) **Statutory Meeting**
- 2(A) Write a Press report on any one of the following event: 10**  
i) **A Rail accident**  
ii) **An Earthquake**
- 2(B) Write a Press release on any one of the following : 10**  
i) **Announcing Company's entry into Capital Market.**  
ii) **Regarding diversification of the Company**
- 3(A) Write Short Notes on the following: 10**  
i) **Difference between Organized and Unorganized markets.**  
ii) **Difference between Dmat Account and Trading account.**

- 3(B) Study the following report carefully and briefly answer the questions given below: 10

### **SENSEX SPURTS AT ALL TIME HIGH OF 508 POINTS**

*By our Market Reporter*

*Mumbai, April 15*

*The Sensex ended at a new all-time high of 27116.34 and even as late sell-off by local financial institutions pared major part of early BSE here on Monday.*

*Starting on a firm footing at 26722.15, the BSE benchmark 30 share index later moved in a wide range between 26918.11 and 26764.65 before ending at 27116.34 as against last Friday's close of 26608.34 at a net gain of 508 points.*

*Brokers said the sentiment remained bullish with unabated buying support from foreign institutional investors(FIIs) and bulls even through domestic funds led by the LIC of India reportedly book profits at the day's higher levels.*

*'B' Category PSU stocks like NOCIL, HINDALCO., VSNL, Kochi Refinery, GAIL, IOC, and GNFC were in the limelight on hectic buying support.*

*The Nifty-50 also ended on a higher note by gaining 35 points and breaking the 8700 mark.*

**Questions:-**

1. What type of trend is suggested by the headline?
2. What was the net gain of BSE benchmark 30 Sensex at the end compared to Friday's close?
3. What was the main reason for the bullish sentiment on BSE ?
4. Which counters were in the limelight? Why?
5. Explain the following terms :

a. Bullish trend

b. Undertone

**4(A) On behalf of Paras Polymers Pvt. Ltd., Mumbai, draft a letter asking to remain present for a personal interview for the post of trainee accountant. 10**

**Or**

**4(A) As a Principal of a college, draft a testimonial to be given to a leading sportsman of your college 10**

**4(B) Write a letter of appointment to a candidate mentioning details of pay scale as well as other terms and conditions of the service. 10**

**OR**

**4(B) Mr. V.M.Shah, an Assistant Accountant in your company has not been working satisfactorily. Write a letter to him terminating his services. 10**

**5(A) Define advertising and explain its role in modern business world? 10**

**OR**

**5(A) Explain the importance of ethics in advertising? 10**

**5(B) Draft a newspaper advertisement for any one of the following: 10**

**i) Launching of a new water purifier.**

**ii) 150 cc motor-bike**

\*\*\*\*\*

\*\*\*\*\*