

T.Y.B.Com.
Oct-Nov-2016
BUSINESS COMMUNICATION- III - 8901

Time: 3 Hours

Marks: 100

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- 1(A) Draft Notice and Agenda on any one of the following: 10
- i) Annual General Meeting
 - ii) First Board Meeting
- 1(B) Draft Minutes of any one of the following meetings: 10
- i) Routine Board Meeting
 - ii) Statutory Meeting
- 2(A) Write a Press report on any one of the following event: 10
- i) Heavy Rainfalls in Gujarat
 - ii) Tsunami
- 2(B) Write a Press release on any one of the following : 10
- i) Launching of a new fast food product.
 - ii) Appointment of new Vice Chairman of a Company
- 3(A) Write Short Notes on the following: 10
- i) SEBI and its role as a watchdog of Stock Exchange in India.
 - ii) Structure of a Share Market Report.
- 3(B) Study the following report carefully and briefly answer the questions given below: 10

**SENSEX NOSEDIVES BY 500 POINTS AS INDIA CONDUCTS SURGICAL STRIKE
ACROSS LOC**

By our market correspondent

Mumbai, September 28

Stock prices crashed heavily as news came regarding India conducting surgical strike operation across PoK in response to the recent attack by the militants on Uri Army base. The share market expecting a kneejerk reaction from Pakistan feared a full scale war between the two countries. Majority of the pivotals shed off heavily with FII's selling their shares created a panic in the market.

The 30-share BSE Sensex opened at 28,472, the day's low and then rose sharply to touch a high of 28604 before closing at 28972, losing 500 points over its previous close. The stock exchange witnessed trading in shares worth Rs. 1496 crores. The undertone was bearish.

The NSE 50-share Nifty also dropped by 130 points or 2.23 % to 8,371. The major losses were in the pharma, Automobiles and IT scrips.

"There was hectic FII selling in the market on Wednesday. We would like to wait and watch the fine print before making any specific investment calls. The short-term perspective is negative but we are bullish in the long-term", said Nitin Sarkar, fund manager, equities at ICICI Securities Ltd.

Price Fluctuations at A Glance :

Sr. No.	Name of the Company	Previous Day Closing	Today's Opening	Today's High	Today's Low	Today's Closing
1.	Maruti Udyog Ltd.	2904.00	2910.00	2985.00	2901.00	2850.00
2.	Hindalco	258.00	245.00	295.00	241.00	265.00
3.	Reliance Petro. Ltd.	579.00	581.00	586.00	520.00	501.00
4.	Satyam Computers	397.00	397.00	425.00	390.00	285.00
5.	Sun Pharma	776.00	776.00	789.00	756.00	732.00
6.	MT Educare	148.00	151.00	191.00	160.00	165.00

QUESTIONS:

1. *What market trend do you infer from the headlines? Pinpoint the word that denote it.*
2. *What was the main cause for this trend in the market?*
3. *What were the changes registered in the share prices of Maruti Udyog Ltd. ,Hindalco, MT Educare, Sun Pharma and Satyam Computers.*
4. *What is the undertone of the market?*
5. *Explain the following market terms:*

- I) *Bearish Trend*
- II) *Undertone*

- 4(A) *Write a letter on behalf of personnel manager of Anil Industries Ltd. offering an appointment letter to a candidate selected for the post of Sales manager.* 10

Or

- 4(A) *Write a resignation letter on behalf of manager of a company for better prospects elsewhere.* 10

- 4(B) *Draft on behalf of the Secretary of Vishal Rolling Mills, Ahemdabad, promoting the Assistant Deputy Manager to the post of Senior Production Manager .* 10

OR

- 4(B) *Write a memo on behalf of the branch manager of State bank of India to one of the clerk who comes often late on the desk where he is responsible for interaction with public resulting in chaos and complaints from the customers.* 10

- 5(A) *Define advertising and explain it as a tool of communication?* 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 domestic Microwave Oven.*
- ii) *Air Conditioner*
