

T.Y.B.Com. Examination
MARCH / April / May - 2017
BUSINESS COMMUNICATION- III
Paper Code : 8901

Time: 3 Hours

Marks: 100

-
- 1(A) Draft Notice and Agenda on any one of the following: 10
i) First Board Meeting ii) Extraordinary General Meeting
- 1(B) Draft Minutes of any one of the following meetings: 10
i) Routine Board Meeting ii) Annual General Meeting
- 2(A) Write a Press report on any one of the following event: 10
i) Train – Bus Accident ii) An Earthquake
- 2(B) Write a business release regarding launching of a new brand of 'Choko Moccho' Energy drink. 10
OR
- 2(B) Write a press release of a Mega Classical Artists' Cultural Fest conducted by your college. 10
- 3(A) Write Short Notes on the following:
- i) State the purpose and objectives of SEBI 05
ii) What is the difference between DMat and trading account? 05
- 3(B) Study the following report carefully and briefly answer the questions given below: 10

EQUITIES NOSE DIVE ON BSE; SENSEX PLUMMETS BY 209 POINTS

By our Market reporter

Mumbai, March 19

Equities – prices looked down on BSE today registering heavy losses on continuous Bear selling and continuous bull liquidation and panic selling from financial institutions. The hike in passenger fares in Railway Budget and increase in the Corporate taxes by the Central Govt., dampened the mood of the market.

The Sensex initially opened at 27654.45 and rose to 27713.34 dropped to 27445.45 at the close of business session. Nifty also declined by 76.34 points. The following are the prices at glance of pivotal shares. A total of 24 scrips declined and 6 scrips rose.

Price Fluctuations at A Glance :

	1	2	3	4	5	6
Name of the Companies	Previous Day Closing	Today's Opening	Today's High	Today's Low	Today's Closing	Difference
HINDUSTAN UNILEVER	1592.10	1574.00	1615.00	1560.00	1552.30	-39.80
TATA STEEL	788.75	800.10	855.00	8150.20	836.25	
WIPRO COMPUTERS	2500.65	2494.00	2527.32	2501.75	2474.85	
AMBUJA CEMENTS	943.10	943.10	982.36	930.25	912.55	

Questions:

1. What trend is reflected from the headlines? Write the terms denoting it?
2. Find the main causes responsible for the prevailing trend?
3. How many points did the Nifty decline?
4. Find out the difference in points of the following: (Any Two)
 - a. Tata Steel b. Wipro Computers c. Ambuja Cements
5. Explain the meanings of the following market terms:
 - i) Bull Liquidation ii) Bear hammering

4(A) Write a letter on behalf of personnel manager SBI head office, Mumbai giving an appointment letter to a candidate for the post of Probationary Officer. 10

Or

4(B) Prepare a copy for "Walk-in - Interview", on behalf of Reliance Telecom, Bhavnagar, for the post of field operatives for their 4G services promotion. 10

4(A) Write a testimonial in favour of an employee who is planning to join another Company for better job prospects.

OR

4(B) Write a memo on behalf of the sales manager to one of his sales representative for going on leave without taking prior permission. 10

5(A) Define advertising and the role of A-I-D-A in advertising? 10

OR

5(A) Enumerate the benefits of advertising both to the customers and advertisers? 10

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

i) Launching of a new 'Hava Havaii' brand ceiling fans.

ii) 'Fast Pace' brand new sports bicycle.
