

T.Y.B.Com. Examination-~~Ext. 14.4.17~~
April/May – 2017
BUSINESS COMMUNICATION- III
Paper-30 (14 papers External)
Paper Code : 9874

Time: 3 Hours

Marks: 100

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1. **Draft Notice and Agenda on the following: (Any Two)** **20**
- i) **Statutory Meeting**
 - ii) **Extra- Ordinary General Meeting**
 - iii) **Annual General Meeting**
2. **Draft Minutes on the following meetings: (Any One)** **20**
- i) **First Board Meeting**
 - ii) **Meeting held prior to AGM**
 - iii) **Routine Board meeting**
- 3(a) **Define fire insurance and its various policies.** **10**
- OR**
- 3(a) **Write a letter to the insurers asking them to quote their best prices for covering your godown which is next to a petrol station.** **10**
- 3(b) **Define Marine Insurance and briefly explain the various types of marine policies.** **10**
- OR**
- 3(b) **M/s. Satnam Enterprise, Kandla has lodged a large marine claim to their insurers. The insurance company on surveyor's report has rejected the claim. Draft a suitable letter on behalf of the branch manager.** **10**
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- 4(A) **Write Short Notes on the following: (Any One)** **10**
- i) **Define SEBI and briefly explain its various functions in brief.**
 - ii) **What is the difference between DMat and trading account.**

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

***BULLISH TREND ON DALAL STREET; FAVOURABLE BUDGET BOOSTS UP
MARKET SENTIMENTS***

By our Market Reporter

Mumbai, March 10

Cheerful conditions prevailed in the Post-Budget Session on the Bombay Stock Exchange and most of the shares scored handsome gains on sustained renewed support. Today the trading activity was brisk and the undertone was firm.

The bullish trend was attributed to the encouraging budget proposals and relief in tax on dividend income. Market men heaved a sigh of relief on finding no further taxes on heavy industries and wealth-tax. The concession on dividend income toned up the stock markets with fresh investments and bull support. Encouraging advices from upcountry markets also helped in revitalizing the market.

In textiles, Bombay Dyeing, Century Mills and Raymond mills closed higher. In steel Tata Steel scored handsome gains of Rs. 45 and even quoted higher around Rs. 1495/- in kerb deals. Engineering and Chemical counters were better.

In cash section almost all the counters were cheerful. Orkay and Narmada Valley shot up by 22 points. Asian Paints, Castrol, Ambuja Cements, Tata Tea and Atlas Copco scored moderate gains.

Questions :

1. What was the trend of the market in the Post budget session? Why?
2. What tax proposals improved the trend in the market?
3. Which shares scored moderate gains in the cash section?
4. What price was quoted for Tata Steel on kerb dealings?
5. Explain the following market terms :

a) Brisk Trading

b) Undertone

5(A) Define advertising and explain various media of advertising? 10

OR

5(A) Explain the benefits of advertising to both the advertisers and consumers? 10

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

- i) Launching of a new Digital Camera.
- ii) 'Rest Well' sleeping mattresses.

*****The End*****