

1-5 MAR 2019

TY B.COM(8901)

Business communication-III

EXAMINATION MARCH-2019

	3:00 HOURS.	Total marks 100
Q1	Write ANY TWO	10
A	1) Structure of a notice 2) Types of joint stock company 3) Preparation of agenda	
Q1 B	Write notice and agenda of the following: (ANY TWO)	10
	1) Routine Board Meeting 2) Extra ordinary General Meeting 3) Annual General Meeting.	
Q2	Write a newspaper report on ANY TWO of the following:	20
A	1) Reactions of businessmen and common people to the Union Budget. 2) Boat mishap 3) A severe Cyclonic Storm	
Q 3	Read the paragraph carefully and answer the questions given below:	20
	Equity prices bounced back on the local share market today recording handsome gains on unabated support from financial institutions, announcement of the new Exim policy by the BJP Govt. and persistent inquiries. The operators conveniently ignored the discouraging advices from upcountry exchanges. Thanks to the large scale support but institutional support, the unnerving bear hammering and unabated long liquidation, which had gripped the market, during the past few days, seemed to have been effectively arrested.	
	Tata Steel recovered from 190.75 to 199.50 on heavy institutional support before finishing at Rs. 196.75 gaining four points. TELCO also moved up to Rs. 421.50 on speculative support, reacting thereafter on profit taking to close at Rs. 419 with a small gain of one point. Century, from Rs. 6105, rose sharply to Rs. 6125 on fresh support before setting at Rs. 6118. In Kerb deals, trading activity was negligible and remained restricted to some deals in TISCO. The cash section, too, displayed a positive outlook.	
	QUESTIONS:	
	1) Identify the stock market from the headline.	
	2) Does the headline speak about the down trend? How do you say so?	
	3) Find out the principal factors responsible for the prevailing trend.	
	4) Identify the prevailing trend on the upcountry markets.	
	5) Which particular sentiment was dominant during the past few days?	
	6) Find out the opening, highest, lowest, closing and previous closing rates of any two of the following:	
	A) Century	
	B) Tata Steel	
	C) Telco	
	7) Explain any FIVE of the following:	
	a) Equities	
	b) Support	
	c) Exim policy	
	d) Discouraging advice	
	e) Institutional support	
	f) Bear hammering	
	g) Long liquidation	

- h) Profit taking
- i) point
- j) Kerb deals

Q 4	Write any two letters:	20
	1) Letter of Appointment	
	2) Letter of promotion	
	3) Testimonial by a college Principal	
Q 5	Write on any two:	10
A	1) Advertising as a tool of communication	
	2) Ethics in Advertising	
	3) Internet as a media of Advertising	
Q 5	Prepare any one Advertisement :	10
B	1) Lenovo brand laptop	
	2) Hero- Spots bike	