

**Examination JUNE - 2015**  
**T.Y.B.Com. (External- 14 Papers)**  
**Paper No. 30**

**Business Communication-VI**

Code - 153302

**Duration : 03 Hours**

**Total Marks: 100**

=====

1(a) **Draft notice and agenda for any one of the following:** [10]

1. First Board Meeting of Directors
2. Extra-ordinary General Meeting

1(b) **Draft notice and agenda for any one of the following:** [10]

1. Routine Board Meeting
2. Statutory Meeting

2(a) **Write minutes on any ONE of the following:** [10]

1. Annual General Meeting
2. Routine Board Meeting

2(b) **Write minutes on any ONE of the following:** [10]

1. Statutory Meeting
2. Meeting Held Prior to Annual General Meeting

3(A) Write a letter on behalf of the branch Manager of New India Insurance Co., Ahemdabad quoting their rates for insuring inflammable chemical stock of M/s. Viraj Chemical Trading Co., Aslali, Ahemdabad. [10]

**OR**

3(A) Write a letter on behalf of M/s. Ajay Trading Company, Bhavnagar informing the branch manager of National Insurance Co., Bhavnagar about the recent fire in their godown at New Bunder Road, Bhavnagar. Request the insurance company to depute a surveyor for inspection and settle the claim at the earlier. [10]

3(B) Bagheshree Teas Pvt. Ltd., Kolkata has taken an open marine policy on shipments of tea from Kolkata to London. They admit a claim for damage of one of their shipments due to high seas. Draft a suitable letter. [10]

**OR**

Q-3(B) Ruby Marine Insurance Company has received a claim from one of their clients that their shipment has been damaged due to rough seas. As a manager of the insurance company inform the client that their claim cannot be entertained, Give suitable reason for the refusal of the claim. [10]

4(A) Write in short the structure of a market report.

[10]

OR

4[A] Write in detail the following market terminology : (Any five)

[10]

- |                     |                   |                         |
|---------------------|-------------------|-------------------------|
| a. Selling Pressure | b. Short Covering | c. Liquidation by longs |
| d. Kerb Dealings    | e. Account Day    | f. Bull Loading         |

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

**SENSEX NOSE DIVES BY 654 POINTS ON SAUDI AIR STRIKES ON YEMEN  
AND DISCOURAGING RAIL BUDGET**

**By our Market reporter**

**Mumbai, March 12**

Saudi Arabian air strikes against Yemen sparked off a risk aversion in financial markets. Crude oil prices shot up by 6% with prices reaching \$63 a barrel. Rail Budget also failed to inspire investors who were already shaken by fears of worsening EU debt crisis following poll stalemate in Italy.

In the Lok Sabha Railway Minister Pawan Kumar Bansal hiked freight tariff of less than five per cent, effective from April 1<sup>st</sup> this year.

"There was nothing exciting in the budget and the freight rate hike could push up prices," said Pankaj Pandey, Head Research, ICICI direct.

Profit-booking on the expiry of February series on Thursday also weighed on the market, traders said.

Realty, PSU, Refinery, Metal, Power, Capital Goods and Healthcare sectors declined sharply on profit-booking, while Consumer Durable, IT and Tech sectors firmed up on good buying enquiries.

Small-cap and Mid-cap shares also declined sharply by 5.63 percent and 4.36 percent, respectively, on panic selling triggered by speculation that pledged holdings are being sold.

The BSE benchmark Sensex resumed higher at 28,365 and moved in a wide range of 28,011 and 27,893 before ending at 27711, a net loss of 654 points or 2.33%.

The NSE 50-share Nifty also dropped by 189 points or 2.21% to end at 8342. It fell by 354.95 points or 5.84 % in the last five weeks.

Banking stocks suffered heavy losses on liquidity concerns in banking system after government set target for gross market borrowing at Rs 6.29 trillion this fiscal.

The sentiment turned bearish on hike in some taxes despite reduction in Securities Transaction Tax on mutual fund and equity futures transactions.

Auto stocks, including Maruti, saw losses as government announced hiking excise duty on luxury cars and their parts.

24 scrips out of 30-share Sensex finished in red while only six ended in green.

Major losers from the Sensex pack were Hindalco India (695)645 , Tata Steel (645)612, Reliance Industries Ltd. (458)414, HDFC Bank (246)221, Coal India (865)814, SBI (958)935, DR Reddy's Lab (358)331, ICICI Bank (478)438, Cipla (950)911, ONGC (1274)1198, HDFC (934)903, Gail India (365)346 and Larsen & Tubro (967)946.

However, TCS rose by 24 points closing at Rs. 934 followed by Infosys 21 points ending at Rs. 876 , Wipro by 18 points closing at 658 and Bajaj Auto by 15 points closing at 567

#### **Price Fluctuations at A Glance :**

[10]

	1	2	3	4	5	6
Name of the Company	Previous Closing	Today's Opening	Today's High	Today's Low	Today's Closing	Difference
<b>TATA MOTORS</b>	<b>958.00</b>	<b>945.00</b>	<b>1060.00</b>	<b>902.00</b>	<b>935.00</b>	<b>-----</b>
<b>TATA STEEL</b>	<b>645.00</b>	<b>640.00</b>	<b>678.00</b>	<b>595.00</b>	<b>612.00</b>	<b>-----</b>
<b>SBI BANK</b>	<b>958.00</b>	<b>958.00</b>	<b>975.00</b>	<b>891.00</b>	<b>935.00</b>	<b>-----</b>
<b>L &amp; T</b>	<b>973.00</b>	<b>969.00</b>	<b>992.00</b>	<b>970.00</b>	<b>982.00</b>	<b>-----</b>
<b>WIPRO</b>	<b>640.00</b>	<b>645.00</b>	<b>665.00</b>	<b>625.00</b>	<b>658.00</b>	<b>-----</b>

#### **Questions:**

1. What trend is reflected from the headlines ?
2. Find the principal factors responsible for the prevailing trend?
3. Name the stocks that were major losers and gainers on BSE.
4. Find out the difference in points of the following scrips :  
a. SBI Bank   b. Tata Motors   c. L & T   d. Wipro
5. What was the scenario in small cap and mid cap shares?

5-[A] Define Advertisement and briefly explain the four main communication components involved in it. **[10]**

**OR**

5-[A] How can advertising help in brand building? Write in short the advantages and disadvantages by advertising through posters and hoardings. **[10]**

5-[B] Write an advertisement to be given in newspaper for a top loading washing machine focusing on product aspects and other benefits. Also write a attention drawing tagline for your product. **[10]**

**OR**

5-[B] Write an advertisement on a newly launched E-bike from a reputed manufacturer. Draft a suitable advertisement to be given in a leading auto magazine. **[10]**

\*\*\*\*\*\$\$\$\$\$\$\*\*\*\*\*