

15 SEP 2020

T.Y. B.Com. (07 Paper) External Paper No.01
Business Communication - III
Paper Code: 9476

Time: 03:00 Hrs.

Marks 100

Q: 1: A: Draft Notice and Agenda on **ANY ONE** the following: [10]

- (a) Annual General Meeting
- (b) Extraordinary General Meeting

Q: 1: B: Draft Minutes of the meeting on **ANY ONE** the following: [10]

- (c) First Board Meeting
- (d) Statutory Meeting

Q: 2: A: Draft the press report on **ANY ONE** the following: [10]

1. A train derailed near Patna
2. Tsunami in the coastal areas

Q: 2: B: Business releases on a new launch of dairy products by AMUL (GCMMF) [10]

OR

Draft the business press release on behalf of Patanjali Gramudyog Nyas for launching new products.

Q: 3: A: Write a short note on **ANY ONE** of the following: [10]

1. Stock-Exchange in India
2. Differentiate between DEMAT account and trading account.

Q: 3: B: Read the following report carefully and answer the questions given below:
[10]

PIVOTALS GAIN A FRESH ON DALAL STREET

(By our Market Reporter)

Mumbai, March, 10.

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

The bullish trend was attributed to the encouraging budget proposals and relief in tax on divided income. Market men heaved a sigh of relief in tax on finding no further taxes on heavy industries and wealth. The concession on divided 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 Raymonds Textiles closed higher. In steel, Tata Steel scored handsome gains of Rs. 15/- closing at rate Rs. 455/- and was quoted higher around Rs. 495/- in kerb deals. Engineering and shipping were better.

In cash section almost all the counters were cheerful. Baroda, Noci, Scindia and Grasim scored moderate gains.

- Questions:**
- (i) What was the trend of the market in the post budget session? Why?
 - (ii) Which tax proposal improved the trend in the market?
 - (iii) What was the opening price of Tata Steel?
 - (iv) Which shares scored gains in the cash section?
 - (v) Explain following terms: (Any Two)
 - (a) Kerb Deal
 - (b) Bull Loading
 - (C) Bullish trend

Q: 4: A – On Behalf of HDFC Bank, prepare a letter of appointment for the post of a branch manager. [10]

OR

A letter to the assistant engineer congratulating and informing him about his promotion to the post of a senior engineer

Q: 4: B – A reputed company issues a testimonial to an employee who has been working with dedication and honesty for the last five years. [10]

OR

Draft a letter to the senior engineer informing him about your inability to work in the company so you want to resign, also give appropriate reasons for the same.

Q: 5: A: Write an answer on the following: [Any ONE] [10]

1. Internet as a media of advertising
2. Media selection and planning

Q: 5: B: Draw an advertisement on the following: [Any ONE] [10]

1. Any Smart Phone of your choice.
2. DELL Laptop of high configuration.