

APRIL-2015  
B.Com. Semester – VI  
Business Communication – VI

Time : 2.30 Hrs.

3389

Marks : 70

- Attempt All Questions

Q.1 (A) Draft a notice and agenda of the first board Meeting of Jindal Stainless Ltd., Vapi (10)

(B) Write a brief note on "Types of Resolution". (04)

**OR**

Q.1 (A) Write a notice and agenda of the statutory meeting of ABC Corps. Ltd., New Delhi with a special business for approval of a statutory report. (10)

(B) Write a brief note on how to prepare an agenda ? (04)

Q.2 Draft a minutes of the Extraordinary General Meeting of Zippro System Pvt. Ltd. (14)

**OR**

Draft a minutes of the first Annual General Meeting of Hindustan Unilever Ltd., Andheri, Mumbai (14)

Q.3 (A) A policy Holder informs the Commonwealth Insurance Co., that the cotton goods stored by him in his godown at Matunga and covered for Rs. 30,00,000/- have been transferred to another ware house at Sewri. Draft a reply on behalf of the insurance company advising a higher rate of premium as a consequence of the transfer. (10)

(B) Define Marine Insurance and Write in brief about its various policies (04)

**OR**

Q.3 (A) A fire policy holder has instituted a claim of Rs. 8,00,000/-. On the basis of the surveyor's report the insurance company refuses to admit the amount claimed. Draft the company's letter to the policy holder. (10)

(B) Write down types of Fire Insurance. (04)

Q.4 Study the following report carefully and answer the questions given below them: (14)

**: Equities Bounce Back on Dalal Street :**

Equities- 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 government and

persistent inquiries. The operators conveniently ignored the discouraging advices from upcountry exchange. Thanks to the large scale support by institutional support. The unnerving bear hammering and unabated long liquidation, which had gripped the market during the 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 upto 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. 6188. In kerb deal, trading activity was negligible and remained restricted to some deals in TICS0. The cash section, too displayed a positive outlook.

- (1) Identify the stock market from the headline.
- (2) Does the headline speak about the downward 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 last 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

- Q.5 (A) Write an advertisement to be given in a leading magazine with elite readership projecting the prominent features of recently launched LED TV from a leading manufacturer. (10)
- (B) Write a Short Note on "Ethics in Advertising" (04)

**OR**

- Q.5 (A) Write an advertisement highlighting the features of newly launched Mobile from a leading manufacturer (10)
- (B) Write a Short Note on "Advertising as a Tool of Communication" (04)