



**MAW-161100010401**

Seat No. \_\_\_\_\_

**B. B. A. (Sem. IV) (CBCS) Examination**

**March / April - 2018**

**Corporate Communication**

*(New Course)*

Time :  $2\frac{1}{2}$  Hours]

[Total Marks : 70

**Instruction :** All Questions are compulsory.

**1 (a) Write short note : (any one) 10**

- (1) Justify the title of the story "The lighthouse keeper of Aspinwall".
- (2) Elaborate how junior engineers adapts to the situations in the story "Senor Payroll".
- (3) Draw a character-sketch of Billy in the story "A real good smile".

**(b) Explain the following lines with reference to Context : 10  
(any two)**

- (1) "Next payday, Juan. On the Twentieth"
- (2) "There was a ring, early seventeenth century, diamonds and rubies in floral motif, and most my word, it was a beauty!"
- (3) "It is necessary to ascend the tower a number of times daily. Have sound legs?"
- (4) "Every time I took something there, people crowded round, stopped all work for nearly an hour..... That must also have reached the Sahib's ears."

**2 Write Short Answers : (any two) 10**

- (1) How does the company reward Govind Singh on his retirement?
- (2) What happens to Billy near the mental home?
- (3) Which question is the most challenging one for Skavinski? Why?
- (4) Where does William Morris work and what job does he do?

3 (a) Draft either of following letters : 10

- (1) Various appeals made by M/s J. Kataria & Sons, Rajkot, failed to evoke any response from Bhojani Store, Morbi. Write a letter threatening to take legal action, if the account is not settled within a fortnight.
- (2) Your debtor M/s Shah & Sons, Surat, has neither settled his account nor given any reply to your reminders. He is undergoing financial crisis. Draft a suitable sympathetic letter, requesting him to make the payment on easy installments and/or also to return the goods that remain unsold.

(b) Read the following market report and answer the questions given below it : 10

#### **Indices soar to lifetime highs**

NEWSWIRE 18

5 February

Key indices ended at record highs today supported by gains in telecommunication and automobile shares as investors ignored weakness in markets. Markets was firm after a volatile start, breaching new highs throughout the session. Light short recovering the derivatives segment towards the end of the trade also pushed Sensex and Nifty higher.

The Sensex ended at 14515.90, up 112.13 points or 0.8 per cent. It touched a record high of 14526.51 intraday.

The Nifty provisionally ended at 4215.75, up 32.25 points or 0.8 per cent. It rose to a lifetime high of 4219 in the session.

Brokerage JM Morgan Stanley today said it expects the Sensex to touch 15200 in the short-term. The combined turnover on both exchanges was Rs. 13900 crore, down 14 per cent from Friday. Among mid-cap indices, the CNX Midcap and the S&P CNX 500 indices ended up 0.5 per cent each. The BSE Consumer Durables Index ended up 1.5 per cent.

Biggest gainers at Nifty were Reliance Communications, up 4.9 per cent at Rs. 515.05, Housing Development Finance Cooperation, up 4.4 per cent at Rs. 1820.35 and Reliance Energy, up 3 per cent at Rs. 549.45.

Telecommunication shares gained, as investors are bullish on the sector due to higher profitability amid rising subscription base. Telecom Regulatory Authority of India on Friday cut port charges by 23-29 per cent.

The Cut in port charges, which are paid by private operators to state-run companies for using the latter's infrastructure, is expected to boost profit of telecom companies. Port charges are applicable for inter-service provider calls.

HDFC hit a lifetime high of Rs. 1828 today. Brokerage DSP Merrill Lynch has recommended a "buy" rating on the stock with a target of Rs. 1900, citing rising value of the company's subsidiaries.

Reliance Energy gained today on reports the company may bid assets of global power major Globeleq by mid-February. State Bank of India settled 1.4 per cent higher at Rs. 1198. The bank's chairman said SBI may opt for rights or public issue in 2007-08(Apr-Mar) to raise capital. The BSE Auto Index today ended 2 per cent higher.

#### **Comprehension Questions :**

- (1) Explain the title of the given share market report.
- (2) Which shares supported the Sensex in spite of weak Global markets?
- (3) What was the forecast made by brokerage firm Morgan Stanley regarding the Sensex?
- (4) Which scripts were not gainers on the NSE?
- (5) Which announcement by TRAI encouraged telecommunication's shares?

- 4 (a) Prepare an advertisement for any one of the following products : **10**
- (a) Mobile Phone
  - (b) Wedding Suit
  - (c) Luxurious flat
- (b) Turn the following sentences into Indirect Speech : **10**
- (1) "I will avenge your wrongs", he cried, "I will not enter Athens until I have punished the king who had so cruelly treated you".
  - (2) The stranger said to the police, "Where is this road leading to?"
  - (3) The old man said, "O Lord, forgive me!"
  - (4) I said to him. "Congratulations, you are selected in the written test!"
  - (5) My younger sister said to me, "Shall I help you pack your luggage?"
  - (6) Mohan said to Radha, "I have composed a new song."
  - (7) Teacher asked the student, "What do you want?"
  - (8) The driver said to the passerby, "Do you know the way to market?"
  - (9) Everybody said, "How well she sings!"
  - (10) She said to her mother, "She is meeting him tomorrow".
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