



**RAG-161100010401**

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

**B. B. A. (Sem. IV) (CBCS) (W.E.F. 2016) Examination**

**March / April - 2019**

**Corporate Communication**

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

[Total Marks : **70**

**Instructions :** (1) Attempt all the questions.

(2) Figures on the right indicate marks.

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

- (1) Govind Singh's journey from sane to insane person.
- (2) Incidents in the life of Skavinski, a new lighthouse keeper.
- (3) Adaptability skills from the story 'Senor Payroll'.

**(b) Give reference to the context : (any two) 10**

- (1) "I put down the tray and I made a signal to Miss Susskind with my eyebrows."
- (2) "He had campaigned in the four parts of the world, and in wandering had tried almost every occupation."
- (3) "One day I was out of work and the next day I had two jobs."
- (4) "Why are they all behaving like this, as if I were a mad man ? When this word came to his mind, he stopped abruptly in the middle of the road and cried, 'Oh! That's it, is that it ? – Mad! Mad!'"

**2** Answer the following questions in brief : (any two) **10**

- (1) How does reading help Morris in solving the problem at the store ?
- (2) Which qualities of a job seeker are emphasized in the story 'A real good smile' ?
- (3) What was the content of the letter received by Govind Singh ?
- (4) What qualities do the stokers have in them ? And why did a situation of conflict develop in gas plant ?

**3** (a) Draft any one collection letter from the given below : **10**

Regal Enterprise of Ahmedabad has not received the payment of Rs. 2,50,000 though the payment has been due for over three months. Several reminders have gone unnoticed. They feel that a last attempt should be made to avoid unpleasant steps. Write a suitable letter on their behalf.

**OR**

Write a letter to the cooperative store reminding them that they have neither settled their account with you, nor answer your letters sent so far. Inquire whether they are in any difficulty and suggest payment in instalments.

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

**Sensex Boost by 110 points**

Mumbai – A smart recovery in Pharma shares and select Information Technology (IT) counters lifted the market index by about 110 points at the BSE on hectic buying by speculators and foreign funds.

Pharma scrips highlighted trading on news that the International Finance Corporation has decided to focus on IT, pharmaceuticals, health care and education sectors rather than manufacturing sector.

Several IT counters such as Wipro, Satyam Computers, HCL, Silver Line, Huges Software, Polaris software and Sonata software continued to strengthen on persistent FII buying, in BSE sensitive index closed at 5835.40 having a handsome gain from previous closing levels of 5725.50.

The BSE-100 index flared up by 130.19 points to 3649.37.

**Questions :**

- (1) Rewrite the heading in simple words and suggest the trend of the market.
- (2) What are the reasons for the present trend in the market ?
- (3) Which IT counters did strengthen their position ? Why ?
- (4) What was the previous closing level of BSE-100 index ?
- (5) Explain the following terms :
  - (a) Speculators
  - (b) BSE

- 4 (a) Prepare an advertisement for any one of the following products/services : **10**
- (1) 4K LED Smart T.V.
  - (2) Fitness Centre/Gymnasium.
  - (3) Coaching Centre of Competitive Exams.

(b) Convert the following sentences into indirect speech. **10**

- (1) Raju said, "I have passed the examination."
- (2) Amit will say to me, "You are not kind to me."
- (3) Mr. Sharma said, "I came to this village long ago."
- (4) He said to her, "Are they eating ?"
- (5) The manager said to his peon, "Don't stay here."
- (6) He said to her. "How fast you eat!"
- (7) He said to her, "I am reading a book."
- (8) He says, "I am not feeling well today."
- (9) She said, "My servant has been working in the field since this morning."
- (10) I will go and say to my father, "I am not satisfied with the job that you have found for me."

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