



DAF-161100010401

Seat No. _____

Second Year B. B. A. (Sem. IV) Examination

April - 2022

Corporate Communication

(Old Course)

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

[Total Marks : 70

- 1 (A) Answer ANY ONE of the following short note: **10**
- (1) Significance of A real good smile.
 - (2) Incidents in the life of Skavinski, a new lighthouse keeper.
 - (3) Govind Singh's journey from sane to insane person.
- (B) Reference to context. (ANY TWO) **10**
- (1) "I put down the tray and I made a signal to Miss Susskind with my eyebrows."
 - (2) 'Shall I say "Refused"?' asked the postman, 'No, no,' said Singh. 'Just take it back and say you have not found me...'
 - (3) 'Well,' said Falconbridge, 'I take you. You are lighthouse keeper.'
 - (4) 'Excuse me, madam, if you do not stop, I shall be compelled to press the alarm and that door in front of you will be locked automatically.'
- 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 qualities do the stokers have in them? And why did a situation of conflict developing gas plant ?
 - (4) Why Govind Singh is disturbed when he receives a registered letter from the company?

- 3 (A) Attempt ANY ONE of the following : 10
- (1) One of the valuable customers of Movers and Movers has not settled the amount of Rs. 1,02,000. Write a letter of collection to Sanjeev Stores, Surat requesting them to pay the amount at the earliest.
 - (2) Write a letter to the ZukaStore, Patan 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 Stock Market Report and answer the following questions. 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) How much did the BSE Sensex gain?

- 4 (A) Draft an Advertisement ANY ONE of the following. **10**
- (1) Smartphone
 - (2) Lipstick
 - (3) Lunch Box
- (B) Change the following questions into indirect speech. **10**
- (1) He said to her, "Stop that noise."
 - (2) He said to me, "Wait for me here."
 - (3) He said, "I am flying to Rome tomorrow."
 - (4) She said, "I have been to Paris many times."
 - (5) He said to me, "I saw your friend at the cinema yesterday."
 - (6) Mr. West said, "I am very tired."
 - (7) The teacher asked "Have you written your homework?"
 - (8) She asked him "When will you meet your friends?"
 - (9) The nurse asked him, "How are you feeling?"
 - (10) George said, "I have lived in this village all my life."
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