



Seat No. _____

HH-161100010401
B. B. A. (Sem.-IV) Examination
April - 2023
Corporate Communication
(Old Course)

Time : $2\frac{1}{2}$ Hours / Total Marks : **70**

Instruction : Figures at the right indicate full marks.

- 1 (a) Write a short note : (any one) **10**
(i) Govind Singh as a gate-man.
(ii) Mr. Bidwell
(iii) Skavinski
- (b) Give reference to the context : (any two) **10**
(i) "One day I was out of job and the next day I had two jobs."
(ii) "You have decided on the floral ring, have you, sir ?"
(iii) "There is some mistake, Senor, I am Manuel Hernandez."
(iv) "I am a Pole".
- 2 Answer the following questions in brief : (any two) **10**
(i) What advice did Alf Agar give to Billy ?
(ii) Why was Govind Singh not ready to open the envelope of the registered letter ?
(iii) Why did the stokers always apply for the advance pay ?
(iv) What kind of reading helped William Morris to sharpen his observation skill ?
- 3 (a) Draft a letter : (any one) **10**
(i) Rainbow Enterprise, Rajkot has not received the due payment from one of his customers at Junagadh. Write the first reminder letter on behalf of them.
(ii) As the manager at the dealership of mobile phones write a collection letter to your customer warning them of legal actions.

(b) Study the share market report and answer the questions given below it : (any one) 10

(i) Following the industry-friendly budget presented by the union government, the key benchmarks continued to rise for the second straight session. The BSE benchmark Sensex on Monday rose by over 120 points in early trade on sustained buying by mutual funds and retail investors amid a firm trend in other global bourses. The 30-share index, which had gained 198 points in the past two sessions, rose further by 120 points or 0.54 per cent, to 19,742.42 points. The wide-based Nifty of the National Stock Exchange moved up by 33.40 points, or 0.52 per cent, to 5,979, with the sectorial indices led by refinery, banking, and IT gaining. In spite of the bullish trend in almost all the sectors, the pharma sector traded in negative zone. Experts said that continued buying by funds as well as retail investors tracking a firming trend on other Asian bourses, mainly buoyed the trading sentiment here. Among Asian markets, Hong Kong's Hang Seng rose by 0.32 per cent, while Japan's Nikkei by 0.78 per cent in early trade today.

- (a) What are the factors responsible for the market trend ?
- (b) Which stocks are leading in setting the uptrend ?
- (c) What is the opinion of the experts ?
- (d) Which shares are the losers ?
- (e) Explain the terms : Bourse, mutual funds.

(ii) A thin volume in trading was witnessed due to shortened week and a cautious approach adopted by investors ahead of Q4 results starting next weekend, the benchmark Sensex gained for the second week in a row.

It rose 82 points to end at 17,486.02 on buying mainly in consumer durable, capital goods, power and banking stocks.

The Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE) were closed on April 5 and 6 on account of 'Mahavir Jayanti' and 'Good Friday', respectively.

Players decided to play safe following two days holiday in the week and also lack of any major trigger due to trading holidays across the region this week.

Interest rate sensitive stocks from banking and realty segments too attracted good buying support on hopes of RBI cutting key rates in the coming months to prop up a faltering economy.

But some of the market participants expected no cut in the rates due to higher inflation and high fiscal deficit.

The BSE 30-share barometer rose for the first two days of the week and touched a two-week high of 17,664.10, but fell on Wednesday on profit-booking to settle at 17,486.02, showing a rise of 81.82 points, or 0.47 per cent. Last week, it had risen marginally by 42.46 points, or 0.24 per cent.

The NSE broader 50-issue Nifty also improved further by 27.35 points, or 0.52 per cent, to settle the week at 5,322.90

“Volumes were very low on three trading days due to holidays. I think traders were hesitant to carry positions ahead of the holidays,” CNI Research CMD Kishor P Ostwal said.

Questions :

- (a) What are the factors responsible for the market trend ?
- (b) How many points did the Nifty rise ?
- (c) What is the opinion of the CNI Research CMD ?
- (d) Give a suitable title to the report.
- (e) Explain the terms : sensex, volume.

- 4 (a) Prepare a copy of the advertisement for the following : **10**
(any one)
- (i) Newly launched E-scooter.
 - (ii) Newly published book for the competitive exams.
 - (iii) Newly launched dish washer.

- (b) Convert the following sentences into indirect speech : **10**
- (i) I said him, "I am your boss."
 - (ii) He said me, "How can I solve this problem ?"
 - (iii) Sweta said him, "Do you believe in god ?"
 - (iv) Someone suggested me, "Go left."
 - (v) I said my mother, "I cannot help you."
 - (vi) She said me, "Where are you going ?"
 - (vii) You said me, "You have cheated on me".
 - (viii) Neeta shouted, "Who is shouting ?"
 - (ix) Rohan said his sister, "Come here".
 - (x) I said her, "Nothing is impossible."
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