



PV-544

B. Com. (Sem. IV) Examination

April / May - 2016

CC-208 : Organizational Communication

Time : 3 Hours]

[Total Marks : 70

1 Prepare a Simple questionnaire on any one of the following : 15

- (a) Socio-economic conditions of Management students of Hem. North Gujarat University.
- (b) Local response in the events of opening a new "Ayurvedic Pharmacy".
- (c) Consumer's reaction towards the introduction of a new "Auto Gear Car" of a well known company.

2 (a) There's a considerable decline in the Sales of 'SAKAR' Readymade Garments in North Gujarat region. As the secretary of the Company draft a business report showing causes of the Sale-decline and provide an apt suggestions to prevent it. 15

OR

- (b) A famous spices manufacturing company of New Delhi, named "Soham" have appointed the committee to findout a suitable site in your region to establish a big spices manufacturing unit. On behalf of the committee draft a suitable business report. 15

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[Contd...

3 Draft an advertisement for the following products : (any two) 10

- (i) A Smart Mobile Phone
- (ii) A Perfumed Hair oil
- (iii) A LED Television
- (iv) A Motor Bike

(b) Draft a memorandum on the following : 14
(Any two)

- (i) An office memo warning employees regarding wasting their time by reading Newspapers and Magazines during working hours.
- (ii) As an M.D. call an urgent meeting of the 'Functioning Committee' to inform the innovative changes in the policy of the committee.
- (iii) An office memo warning an employee for his consistent irregularity.
- (iv) As a General Manager grant permission to the employee to join part time study in "Marketing Operative System".

4 (a) Explain the following Commercial terms : 10

- (i) Bank Draft
- (ii) Kite Flying
- (iii) Legal Tender
- (iv) Lease
- (v) Stag.

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[Contd...

- (b) Match the words in Column I with their corresponding meanings in Column II from the following. 6

I	II
(1) Letter of Credit	(1) A Law officer appointed to help
(2) Liquid Assets	(2) Attached slip to a bill of exchange
(3) Reserve Capital	(3) A pay order from one bank to a bank abroad
(4) Dividend	(4) The sum distributed as a profit
(5) Allonge	(5) Amount put aside to meet contingent expenditure
(6) Bailiff	(6) Form of money easily turned into cash

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