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B. Com. (Sem. IV) Examination April / May - 2016

CC-208: Organizational Communication

Time: 3 Hours]

[Total Marks: 70

- Prepare a Simple questionnaire on any one of the following:
 - Socio-economic conditions of Management students of Hem. North Gujarat University.
 - Local response in the events of opening a new "Ayurvedic Pharmacy".
 - Consumer's reaction towards the introduction of a new "Auto Gear Car" of a well known company.
- There's a considerable decline in the Sales 15 2 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.

OR

(b) A famous spices manufacturing company of 15 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.

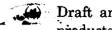
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Draft an advertisement for the following products: (any two)

- (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".
- Explain the following Commercial terms:
 - Bank Draft
 - (ii) Kite Flying
 - (iii) Legal Tender
 - (iv) Lease
 - Stag.

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

Ι

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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