



GQ-2423

B. Com. (Sem. - V) Examination

November / December - 2013

**CC- 303 : Corporate Communication
(New Course)**

Time : 3 Hours]

[Total Marks : 70

- 1 (a) Draft for publication in a daily newspaper a report on a bus-truck collision. 20

OR

- (b) Draft for publication in a daily newspaper a report on Independence Day celebration in your college. 20

- 2 (a) Draft a speech of about 225 words to be delivered by you introducing a chief guest on the occasion of organising a general orientation programme by the NSS unit of your college. 15

OR

- (b) Draft a speech of about 225 words to be delivered by the principal of your college on the occasion of bidding farewell to the students of the final year. 15

- 3 Draft resolutions on any **three** of the given topics : 15

- (1) Appointment of a Director.
- (2) Declaration of Bonus.
- (3) Appointment of a Secretary.
- (4) Announcement of an annual general meeting.
- (5) Shifting of registered office from one district to another district.

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[Contd...

- 4 Explain any **five** of the following stock exchange terms : 10

- (1) Bear
- (2) Bear Covering
- (3) Capital Goods Shares
- (4) SEBI
- (5) Syndicate
- (6) Sensex
- (7) Stagnant
- (8) Upper Circuit

- 5 (a) Match the words given under column 'A' with their corresponding meanings given under column 'B' : 5

A

B

- | | |
|--------------------|--|
| (1) Liquidity | (1) Dematerialised account |
| (2) Nifty | (2) Liquid things |
| (3) Demat account | (3) Persistent decrease in price level |
| (4) Circuit filter | (4) Price band imposed by SEBI |
| (5) Deflation | (5) A state changing assets into cash |
| | (6) Index of NSE |
| | (7) National Stock Exchange |

- (b) Rewrite the following sentences choosing the correct option : 5

- (1) Stocks of leading and nationally known companies offering a record of continuous dividend payments and other strong qualities are known as _____.
 (i) prominent stocks
 (ii) blue chips
 (iii) shares of leading companies
 (iv) capital goods shares

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[Contd...

- (2) An investor, who believes that a particular security or a sector or the overall market is about to rise, is called _____.

- (i) a bull
- (ii) a bear
- (iii) a shareholder
- (iv) an operator

- (3) The word 'syndicate' has been derived from the Latin word _____.

- (i) syndikos
- (ii) syndikus
- (iii) syndicos
- (iv) syndicus.

- (4) Corporate news has something to do with the news from _____.

- (i) Municipal Corporation
- (ii) Corporate Body
- (iii) Business Organisations
- (iv) Multinational Corporations.

- (5) The purchase of securities or commodities by a short seller to meet delivery requirements is known as _____.

- (i) short selling
- (ii) short covering
- (iii) bear covering
- (iv) disinvestment selling.
