



KB-603

B. Com. (Sem. V) Examination

October / November - 2017

**CC-303 : Corporate Communication
(CORE)**

Time : 3 Hours]

[Total Marks : 70

- 1 Draft for publication in a daily newspaper a report of about 300 words on any ONE of the following : 20
- (a) Impact of Demonetization in India
 - (b) A tragic train accident.
- 2 Attempt any one of the following speeches. 15
- (a) Draft a speech in about 250 words to be delivered by you introducing a chief guest on the occasion of celebrating the Women Empowerment Week in your college.
 - (b) Draft a condolence speech of about 250 words to be delivered by you on the occasion of mourning the death of a person of great stature.
- 3 Draft any three resolutions on the topics given below : 15
- (a) Appointment of a Director
 - (b) Appointment of a Secretary
 - (c) Issue of Right Shares
 - (d) Declaration of Dividend
 - (e) Endorsement of cheques

KB-603]

1

[Contd...

- 4 Explain any five of the following stock exchange terms : 10
- (a) Blue Chip
 - (b) Syndicate
 - (c) Dividend
 - (d) Deflation
 - (e) Demate Account
 - (f) Ban on Trading
 - (g) Short covering

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

A

B

- | | |
|-----------------|--|
| (1) Sensex | (1) The Board promoting the interests of investors in securities in India. |
| (2) Liquidity | (2) Market having no upward or downward trend. |
| (3) SEBI | (3) The Board promoting the interests of insurance industries in India. |
| (4) Flat Market | (4) Ability of an asset to be converted into cash |
| (5) Boom | (5) Benchmark index of BSE |
| | (6) Markets where newly-built flats are sold |
| | (7) Rapid increase in the business activity |

KB-603]

2

[Contd...

(b) Rewrite the following sentences choosing the 5 correct option.

(1) Upper circuit is a system to curb excessive _____ in the stock market applied by SEBI.

- (A) Circulation of money
- (B) Distribution of shares
- (C) Circulation of stocks
- (D) Speculation

(2) Nifty covers _____

- (A) 50 companies of diversified sectors of the Indian economy.
- (B) 50 sectors of various companies of India.
- (C) 30 indices of 50 stock exchanges of India
- (D) 50 indices of 30 stock exchanges of India

(3) Stagnant means _____

- (A) Lacking money
- (B) Lacking sincerity
- (C) Lacking vitality
- (D) Lacking totality

(4) A bull is _____

- (A) a speculator who deals in expecting the prices of shares to go down
- (B) a speculator who deals in expecting the prices of shares to go up.
- (C) a speculator who deals in expecting the prices of shares to remain steady.
- (D) a speculator who deals in expecting the prices of shares to remain mixed.

(5) Circuit filters are price bands imposed by

- (A) SEBI to restrict the movement of stock prices of listed securities.
- (B) IRDAI to protect the interests of the policy holders.
- (C) TRAI to regulate telecom services.
- (D) HRD Ministry to protect the interests of the esteemed customers of India.