

**JD-263**

Seat No. _____

B. Com. (Sem. VI) Examination

April – 2022

CC-308 : Media & Public Relation Communication

Time : 3 Hours]

[Total Marks : 70

Instructions :

- (1) Figures to the right indicate marks.
- (2) Indicate your options clearly.

- 1 Read the following stock exchange report carefully and answer the questions given below it.

Equities Bounce Back on Lyons Range

Equity prices bounced back on the local share market today recording handsome gains on unabated support from financial institutions, announcement of the new export policy by the BJP government and persistent inquiries. The operators conveniently ignored the discouraging advices from upcountry exchanges. Thanks to the large scale support, the unnerving bear hammering and unabated long liquidation, which had gripped the market during the few days, seemed to have been effectively arrested.

Tata Motors recovered from Rs. 425 to 448 on heavy institutional support before finishing at Rs 440 gaining Rs 15. Tata Steel also moved up to Rs. 1341 on speculative support, reacting thereafter on profit taking to close at Rs. 1310 with a small gain of Rs.10. Century, from Rs. 6110, rose sharply to Rs. 6125 on fresh support before setting at Rs. 6118. In kerb deal, trading activity was negligible and remained restricted to some deals in Tata Motors. The cash section too, displayed a positive outlook.

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- (1) Which trend is suggested by the headline ? 4
Point out the word suggesting the trend.
- (2) Which stock exchange is referred in the report ? 2
- (3) What type of report is this ? Quote the word 3
indicating the type of report.
- (4) Find out any two factors responsible for the 4
present trend.
- (5) Find out the previous closing rates of Tata Steel 2
and Century.
- (6) Find out from the report any three words or 3
phrases connected with the prevailing trend.

- 2 Write a detailed note on the importance of English 17
for business today.

OR

- Explain the meaning of commercial English and 17
discuss its main characteristics.

- 3 (A) Draft a tender notice on behalf of Montage 9
Laboratories Pvt.Ltd, Ahmedabad inviting tenders
for the purchase of different furniture items.

OR

- (A) Draft a tender notice on behalf of Sabar Dairy. 9
Himmatnagar inviting tenders for the purchase
of dairy equipment like milk processing plant,
freezer and packing plant.

- (B) Draft an auction notice on behalf of Forest 9
Department, Gujarat State Calling bids for the
sale of Teak/Non Teak Timber and Fuel Wood.

OR

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- (B) Draft a public notice for auction of properties at Central Bank of India, Memnagar Branch, Ahmedabad. 9

- 4 (A) Explain any Four of the following Stock Exchange terms : 8

- (1) Liquidity Crisis
- (2) IPO
- (3) IRDA
- (4) Premium
- (5) Roll over
- (6) Repo rate

- (B) Rewrite the following sentences choosing the correct option : 9

- (1) _____ means the volume of shares traded on a stock Exchange.
(A) Roll over (B) Future Trading
(C) Turn over (D) Repo rate
- (2) _____ is an intermediate party between the borrower and the lender.
(A) Broker (B) Bankers
(C) Speculator (D) Jobber
- (3) _____ is an individual who provides the service of buying or selling the stock and charges fee or commission.
(A) Broker (B) Bankers
(C) Speculator (D) Jobber
- (4) _____ means shooting up of prices or a sudden rise in the prices of stocks.
(A) Inflation (B) Spurt
(C) Nose-dive (D) Bull support

- (5) A persistent increase in the level of consumer prices for goods and services or a persistent decrease in the purchasing power of money is known as _____.
(A) Deflation
(B) Inflation
(C) Bull-liquidation
(D) Liquidity Crisis

- (6) _____ means sudden and rapid decline in the prices of stocks.
(A) Inflation (B) Spurt
(C) Nose-dive (D) Bull support
- (7) Active buying by bull operators is called _____.

- (A) Bull unloading
(B) Bull liquidation
(C) Bull support
(D) Bear Hammering

- (8) Specific number of shares offered by a company to its existing shareholders in proportion to their holding is known as ____.

- (A) Right Issue
(B) Bonus Shares
(C) Preference shares
(D) Equity shares

- (9) ULIPS means _____.

- (A) United Link Insurance Policy
(B) Unit Linked Insurance Policy Security
(C) Unit Linked Insurance Policies
(D) Unit Linked Insurance Policies Security