



AE-804

Seat No. _____

B. Com. (Sem. IV) Examination

March - 2019

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 farmers in Gujarat.
- (b) Local public opinion regarding opening of a new shopping mall in your area.
- (c) Consumers' preference for a new brand of Edible Oil.

2 (a) As the CEO of the company draft a business report showing causes of the sales decline of your products of Electronic Appliances in North Gujarat. Provide an apt suggestions to prevent it. **15**

OR

- (b) There is a severe Fire Accident in the premises of "PERFECT" Pharma Company Limited. On behalf of the committee draft a report showing causes of the accident and suggest proper recommendations to prevent such disaster in future.

- 3 (a) Draft an advertisement for the following product : (any **two**) 10
- (i) A smart phone
 - (ii) A famous range of cosmetics
 - (iii) An improved computer
 - (iv) A Hair Oil
- (b) Draft a memorandum on the following : 14
(any **two**)
- (i) As a General Manager warning an employee for his frequent irregularities.
 - (ii) As a CEO making an awareness among staff members about an active usage of ICT.
 - (iii) As a Purchasing Manager seeking information regarding urgency of required goods.
 - (iv) As an MD intimating permission to the employee to join parttime diploma course.
- 4 (a) Explain the following commercial terms : 10
(any **five**)
- (i) Subsidy
 - (ii) Allonge
 - (iii) Lien
 - (iv) Dividend
 - (v) Stag
 - (vi) Demurrage
 - (vii) Letter of Credit

- (b) Match the words in column A with their corresponding meaning in column B.

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A

B

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| (i) Kite flying | (i) Preliminary expenses |
| (ii) Bailiff | (ii) Kept aside to meet contingent expenditure |
| (iii) Liquid Assets | (iii) A person appointed to protect |
| (iv) Reserve Capital | (iv) A form of payment |
| (v) Legal Tender | (v) A payment on demand |
| (vi) Bank Draft | (vi) Form of money easily turned into cash |