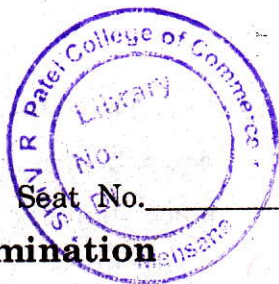




AF-853

Seat No. _____



B. Com. (Sem. VI) Examination

March - 2019

**CC - 308 : Media and Public Relation
Communication**

Time : 3 Hours]

[Total Marks : 70

- 1 Read the following stock exchange report 20
carefully and answer the questions given below it.
**SENSEX DECLINES 316 PTS ON CRUDE
SLUMP; RUPEE BELOW 68**

Stock Markets fell for the third straight day on Wednesday with the benchmark Sensex ending a sharp 316 points lower and the rupee closing below the 68 level on renewed concerns over the global growth and further fall in crude oil prices.

India joined a global sell-off after oil prices resumed their slide and dropped below \$ 30 a barrel in Asian trade. Shares in Japan led most markets across Asia sharply lower with losses in the Nikkei Stock Average deepening to 3.2 per cent by the close. Investors rushed to safe havens like the Japanese yen, while sending some other currencies in the regions to fresh lows.

The 30-share Sensex closed at 24,233.32 down 315.68 points or 1.29 per cent, its closing since January 21. The NSE Nifty too remained under pressure and slipped below the 7400 – level by dropping 93.75 points, or 1.26 percent, to close the day at 7361.80.

The Sensex has lost 647 points in the three days.

The rupee also extended its losses for the third day by falling 9 paise to 68.07 a dollar on sustained demand for the US currency from banks and importers amid falling crude prices and foreign capital outflows.

Dipen Shah, Senior Vice President, Kotak Securities said “Markets fell for the third straight session on the back of renewed concerns over the global growth and further fall in crude oil prices. The quarterly results have also been lack-lustre and that has kept sometimes muted. The RBI has clearly indicated that, it will wait for the budget announcements to decide on future rate cuts. Apart from the quarterly results, markets will watch out for the budget where the FM has to balance between sustaining growth (increase spending) and fiscal prudence (control fiscal deficit).”

Jayant Manglik, President, Retail Distribution, Religare Securities, said, "The bias was downbeat from the beginning on renewed growth concerns on global front after crude again slides below \$30 a barrel mark. Weakness in rupee against the US dollar further dented the sentiments and capped the intraday recovery as the day progressed. Barring FMCG, all sectorial indices ended in the red."

"With no sign of reversal, we expect newer low in Nifty in days to come. No sector other than banking has potential to trigger sustainable rebound in market so keep a close eye on bank nifty index for further cues," he said.

"The rising uncertainty in global market is influencing investors to pull out funds from emerging markets" said Vinod Nair, Head-Fundamental Research, Geojit BNP Paribas Financial Services Ltd.

Questions :

- (1) Which trend is suggested by the headline ? 2
Point out the word suggesting the trend.

- (2) Which country led most markets across Asia ? 1
- (3) What type of the Stock Exchange Report is this one ? 1
- (4) What were the factors responsible for the prevailing trend ? 4
- (5) What, according to Vinod Nair, made investors pull out from emerging markets ? 2
- (6) Find out six words or phrases from the report indicating the prevailing trend. 6
- (7) Explain any two of the following stock exchange terms : 4
- (1) Sensex
 - (2) Nifty
 - (3) Sentiment
 - (4) Recovery

2 Elaborate the importance of English for business today with reference to the salient features of Business Communication. 15

OR

2 "English for Business involves both business as well as language skills" – Discuss. 15

3 (a) Answer any **one** of the following : 8

(1) Draft a tender notice on behalf of the Education Department, Government of Gujarat inviting Microsoft Companies for the distribution of Tablets for the students in colleges.

(2) Draft a tender notice on behalf of Executive Engineer, UGVCL, Mehsana to install electric polls and wiring on the streets of the city.

(b) Answer any **one** of the following : 7

(1) Draft an auction notice on behalf of Patan Municipal Corporation calling bids for the sale of commercial property at the prime location in Patan.

(2) Draft an auction notice for the sale of miscellaneous store items of P.W.D. comprising stationery, furniture and other equipments.

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

(1) Bull support

(2) ULIPS

(3) Jobber

(4) Repo Rate

- (5) Bankers
- (6) Liquidity Crisis
- (7) Roll Over

5 (a) Point out correct answers from the following 5 options :

- (1) A rapid decline in the prices of the stocks is known as _____.
(A) turn over (B) inflation
(C) spurt (D) nose dive
- (2) Shooting up of prices or a sudden rise in prices is called _____.
(A) bull support (B) spurt
(C) inflation (D) upper circuit
- (3) Specific number of shares offered by a company to its existing shareholders in proportion to their holdings is known as _____.
(A) equity shares (B) right issues
(C) bonus shares (D) preference shares
- (4) The rate of dividend is fixed before issue of the _____.
(A) preference shares
(B) floating stock
(C) repo rate
(D) spurt

(5) _____ is normally held by brokers and speculators.

- (A) Floating stock
- (B) Right issue
- (C) Preference shares
- (D) Bonus shares

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

A	B
(i) IRDAI	(i) The commencement of the day's trading session
(ii) Premium	(ii) Payment made by the insured party to the insurer
(iii) Jobber	(iii) The sum over and above regular price.
(iv) Opening Bell	(iv) A person who makes money selling stocks at a higher price
(v) IPO	(v) A wholesaler dealing only on the Stock Exchange with brokers and not directly with the public.
	(vi) Insurance Regulatory and Development Authority of India
	(vii) Initial Public Offering