



MAD-953

Seat No. _____

B. Com. (Sem. V) Examination

October / November 2018

Corporate Communication : CC-303
(New Course)

Time : 3 Hours]

[Total Marks : 70

- 1 Draft for publication in a daily newspaper a report of about 300 words of the following : (any one) 20
- (a) Independence day celebration of your college.
 - (b) The impacts of demonetization on Indian Social-economical life.
 - (c) A severe plane aircrash.
- 2 Attempt a speech of the following : (any one) 15
- (a) Draft a speech introducing Dr. K.K. Parikh, the chief guest of the Economic forum, who has to deliver his lecture on "India's New Economic Policy".
 - (b) On behalf of Raj Gohil, the chairman "MIRA STEEL LTD.", draft a speech at Board's Annual General Meeting.
- 3 Draft resolutions on the following : (any three) 15
- (a) Re-appointment of company's secretary
 - (b) Declaration of dividend
 - (c) Issue of Right shares
 - (d) Announcement of an Annual General Meeting

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[Contd...

- 4 Explain the following Stock Exchange terms : 10
(any five)
- (a) Blue chip
 - (b) Sensex
 - (c) Liquidity
 - (d) Demat Account
 - (e) Nifty
 - (f) Short covering
 - (g) Option trading
 - (h) Reverse Repo Rate

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

"A"	"B"
(1) Stagnant	(1) No movement in the market
(2) Upper circuit	(2) A trade bought or sold more than 0.5% of the number of equity shares of listed companies.
(3) Bulk deal	(3) Aims to protect the interests of investors in securities.
(4) Capital Goods Shares	(4) A system to curb excessive, speculation in the stock market.
(5) SEBI	(5) Include diverse sectors like machinery, manufacturing electrical equipment, aero space and defence, engineering and construction projects.
	(6) Security Exchange Board of India.

(b) Rewrite the following sentences choosing the correct options : 5

- (1) A speculator who deals in stock market with the expectation that the prices of shares will rise is called _____.
- (a) a bear
 - (b) a shareholder
 - (c) a bull
 - (d) stock jobber
- (2) A persistent increase in the purchasing power of money because of a reduction of the general level of prices in an economy is known as _____.
- (a) inflation
 - (b) syndicate
 - (c) deflation
 - (d) Reverse Repo Rate
- (3) In the year _____ SEBI was given statutory power through the SEBI Act.
- (a) 1988
 - (b) 1990
 - (c) 1992
 - (d) 1995
- (4) Buying of securities to close out a short sale, to avoid further loss is called _____.
- (a) circuit filter
 - (b) ban on trading
 - (c) sustained loading
 - (d) short covering

(5) The word syndicate comes from the french word syndicat, which means

- (a) trade union
 - (b) trade group
 - (b) trade agencies
 - (d) trade authority
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