

SEAT No. \_\_\_\_\_

No. of Printed Pages : 2

[A-7]

SARDAR PATEL UNIVERSITY  
BBA (Gen) Sem – IV EXAMINATION

Thursday, 12 April 2018

10:00 am to 12:00 noon

Corporate Communication - II

UM04FBBA01

- Note:
1. Figures to the right indicate full marks to the questions concerned.
  2. Your answers must be precise.
  3. Maximum Marks: 60

- Q-1 (A) Draft a Press Report on **any one** of the following: 08  
(1) The mysterious death of a well known personality  
(2) Fire in a business establishment
- (B) What is *Kinesics*? Explain the importance of facial expressions and gestures in *Kinesics* with the help of suitable illustrations. 07

OR

- Q-1 (A) Write for publication in a newspaper a report on **any one** of the following: 08  
(1) The conviction of a celebrity  
(2) A recent road mishap
- (B) What do you mean by the term *Proxemics*? Discuss the various zones of personal space and explain its importance. 07

- Q-2 A state of unrest prevails amongst the workers of Alpha Pharmaceuticals Ltd, Pune. A committee has been appointed to look into the employees' grievances, and to suggest suitable recommendations to improve the situation. Draft the report of the Committee for submission to the Board of Directors. 15

OR

- Q-2 There has been a considerable decline in the sales of leather goods manufactured by a Company. As the Secretary of the Company you have been asked to look into the probable causes of the decline and suggest suitable recommendations to improve the sales. Draft the report for submission to the Board of Directors. 15

C.P.T.O.)

Q-3 Draft the speech you would deliver at a condolence meeting to mourn the death of a colleague who passed away in a tragic road mishap. 15

OR

Q-3 A new employee has joined your organisation as a Marketing Executive. At a gathering to welcome him, you are asked to speak. Draft the speech you would deliver on the occasion. 15

Q-4 Write the Minutes of the First Meeting of the Board of Directors of Himalaya Co. Ltd, Nagpur. 15

OR

Q-4 Draft the Notice, Agenda and Minutes of the Statutory Meeting of Aniruddh Chemicals Ltd, Aurangabad. 15

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