

SEAT No. _____

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SARDAR PATEL UNIVERSITY
BBA - ISM EXAMINATION – Semester - IV
2018

Thursday, 12th April
10:00 a. m to 12:00 p m

UM04FBBS02 – Corporate Communication - II

Total Marks: 60

- Q – 1 A Draft a press report on road accident to be published in daily newspaper. 08
B Write a short note on: Kinesics 07
- OR
- Q – 1 A Draft a press report on celebration of seminar on women empowerment organized at your college. 08
B Write a short note on : Paralanguage 07
- Q -2 Fire accident in one of your Branch Offices has resulted in heavy loss and damage. Draft a committee report to be submitted to the Board of Directors giving details of the damage and suggesting some preventive measures to be adopted in future. 15
- OR
- Q -2 Hindustan Chemicals (India) Ltd., Kolkata, has decided to start a new unit of the company in Gujarat. As the Secretary draft a suitable report on the findings to be submitted to the Board of Directors. Also make suitable recommendations. 15
- Q -3 As the Managing Director of Oriental Carbon & Chemicals Ltd., Hyderabad, draft a farewell speech for the Chairman who has resigned. 15
- OR
- Q -3 As the Public Relation Officer of your company draft a speech to welcome MLA of your area. 15
- Q -4 Draft the minutes of the First Meeting of Petron Engineering Construction Ltd., Bangalore, which was held at its Corporate Office. 15
- OR
- Q -4 Draft the minutes of the Board Meeting of BCL Industries & Infrastructures Ltd., Bhatinda, which was held at its Branch Office. 15