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SEAT No. _____

No. of Printed pages: 01

SARDAR PATEL UNIVERSITY
BBA - ISM EXAMINATION – Semester - IV
2019

Tuesday, 9th 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 epidemic (Swine Flu) spread across the state, to be published in daily newspaper. 08
- B Write a short note on: Kinesics 07
- OR
- Q - 1 A Draft a press report on seminar on 'Future Business Trends' organized by your college. 08
- B Write a short note on : Paralanguage 07
- Q - 2 As a Labour Officer of Metro Motor Industries, Varansi draft a report on unrest prevailing among laborers and suggest possible solutions for their problems. 15
- OR
- Q - 2 On behalf of Somerset Toiletries Co. Ltd., Indore, draft a committee report on decline in sales of their beauty products like soaps, face cream and deodorant. Also make suitable recommendations. 15
- Q - 3 As an industrialist, you have been asked to address and motivate graduating students. Draft a suitable speech. 15
- OR
- Q - 3 One of your colleagues is going to abroad for higher training. Draft a speech on the occasion of his farewell. 15
- Q - 4 Draft the minutes of the First Board Meeting of Bluesky Energy Solutions Ltd., Mumbai, which was held at its Corporate Office. 15
- OR
- Q - 4 Draft the minutes of the Annual General Meeting of Kishan Industries Ltd., Bharuch, which was held at its Branch Office. 15

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