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SARDAR PATEL UNIVERSITY
BBA (General) (IV Semester) Examination
2013
Tuesday, 16th April
3 - 6 pm
UM04FBBA01 - Corporate Communication II

Total Marks: 60

- Note : 1. Figures to the right indicate full marks to the question/s concerned.
 2. Your answers must be precise.

Q.1

- (a) Write a Report for publication in the newspaper on **any one** of the following: (08)
 1. A Stampede at Religious place (07)
 2. Death of a renowned personality
 (b) Write brief notes on :
 1. Paralanguage
 2. The role played by gestures in Kinesics

OR

Q.1

- (a) Draft a Press Report on **any one** of the following : (08)
 1. Collapse of Highrise building
 2. Astronaut Sunita Williams' visit to India.
 (b) Write brief notes on : (07)
 1. Facial expressions and their role in kinesics
 2. Proxemics

- Q.2 A Committee has been appointed to investigate the causes of the decline in the sales of plastic goods of the Company. Draft the Report for submission to the Board of Directors offering suitable recommendations to improve the situation and increase the sales. (15)

OR

- Q.2 A fire broke out in the building in which your Branch is located. As the General Manager you have been asked to submit a report giving details of the damage and the amount of loss suffered. Draft the report for submission to the Board of Directors. (15)

- Q.3 As the Chairman of Pharmaceutical Company, draft a speech to be read out at the Annual General Meeting of the Company. (15)

OR

- Q.3 Mr. Aniruddh Patil, the General Manager of your Company is retiring and proceeding abroad to join his family. Draft the speech you would deliver as Staff Secretary on the occasion of the farewell function organised to bid him good bye. (15)

- Q.4 Write the Minutes of the Statutory Meeting of Zeshan Co. Ltd, M.G. Road, Thane. (15)

OR

- Q.4 Draft the Minutes of the Annual General Meeting of Alpha Co. Ltd, Pune. (15)
