

SARDAR PATEL UNIVERSITY**S.Y BBA(ISM) SEM IV****Corporate communication -II (UM04FBBS02)**

Date: 12/04/2016

Marks: 60

Time: 10:30 A.M To 12:30 P.M.

- Q.1[A] Draft a press report on a cold wave across the state [08]
 [B] Write a note on Paralanguage. [07]

OR

- Q.1[A] Draft a press report on a Tragil Building Collaps [08]
 [B] Write a note on chronemics [07]
 Q.2 Draft a committee report on establishing an electronics industry in Gujarat [15]

OR

- Q.2 Fair & lovely cosmetic company, Mumbai directs their sales director to [15]
 inquire into the causes for the decline in sales of their 'ROOP' cosmetics and
 suggest ways to arrest the decline.
 Q.3 Draft a speech by the chairman of the board of directors at the annual general [15]
 meeting of a company.

OR

- Q.3 Draft a speech welcoming an industrialist who has been invited to preside [15]
 over a function.
 Q.4 Draft the notice and agenda of the first meeting of the board of directors of [15]
 joint stock company.

OR

- Q.4 Draft the minutes of the annual general meeting of the share holders of [15]
 progressive publication Ltd, Mangalore.

Good Luck