

B.V. Patel Institute of Business Management, Computer & Information Technology
Uka Tarsadia University
2nd Internal Examination, MCOM - 1st Semester
040170111: Business Communication Skill

Marks: 50

Time: 2 hrs.

Date: 07/10/2017

Q-1 Answer the following. (Any Eight)

[16]

1. Define committees.
2. For the given below word state the meaning, also make sentence using each words:
 - a. Collaborate with
 - b. Adhere to
3. State the various kinds of committee.
4. Fill in the blanks with correct words:
 - a. Agricultural development holds the key to the progress of the country. (economic, economical)
 - b. If we this filing system, it will improve our efficiency. (adopt, adapt)
5. State the various advantages of forming committees?
6. Given below is a list of twenty words, some of which are spelt incorrectly. Write the correct spelling of all the words.

Beginning	Comittee	Questionaire	Procedure	Disciplenarian
Maintenance	Liason	Privilege	Proprietary	Statutte

7. What is a précis?
8. State the characteristics of a good speech.
9. List the steps in planning a talk.

Q-2 Answer the following. (Any Two)

[20]

1. You are the chairman of ABC Bank Ltd. You have to address the 10th Annual general meeting of the Company. Draft a speech appropriate to the occasion.
2. Precise the following passage:

My Dear Shareowners,

A very warm good morning to each and every one of you. It gives me great pleasure to welcome you to the Annual General Meeting of Reliance Industries Limited. The Company's accounts for the year ended March 31, 2017, along with the Directors' and Auditors' report, a Letter to the Shareholders, and Management's Discussion and Analysis, have already been circulated to you.

Dear shareowners, this year marks the 40th anniversary since our IPO. In just four phenomenal decades, Reliance has grown from a small startup to becoming one of the largest and most admired companies in the world.

No Indian corporate, and few global corporates, has expanded so much and so fast in scope, scale, size and service to the nation. From a textiles company, we have created multiple growth engines in energy, materials, consumer and digital businesses. Each one is global scale and world class.

We have established many records in this period – that has made India and our shareholders proud.

Our turnover has grown from Rs 70 crores in 1977 to over Rs 330,000 crores today - an increase of nearly 4,700 times. Our net profit has grown from Rs 3 crores to nearly Rs 30,000 crores in the same period – a growth of over 10,000 times. Our total assets have increased from Rs 33 crores to over Rs 700,000 crores and a multiple of over 20,000 times. Market capitalization has multiplied from Rs 10 crores to Rs 5 lakh crores.

An exponential growth of fifty thousand times and a compounded growth rate in

excess of 32%.

One thousand rupees invested in Reliance shares in 1977 is today worth Rs 16,54,503 - over 1600 times more valuable. In simple terms, this means that your money has doubled every two and a half years over the past 40 years.

We had 3500 employees in 1977. Today all our businesses together employ over 250,000 people. All of these achievements have very few parallels anywhere in the world. For all of this, we have our beloved country India to thank for the opportunities we got, and to you, our dear shareholders for the faith you reposed in Reliance.

Team Jio stunned the world. They over-delivered on the 100 million target that I had set for them at our last AGM. In less than 170 days, more than 100 million customers signed up for Jio's services. On an average, Jio added 7 customers per second every single day.

This was the fastest adoption of any technology service, anywhere in the world. Faster than even Facebook, WhatsApp and Skype. This is a testament to the unwavering trust that Indians have placed in us and their love for the Jio brand. Today, Jio has over 125 million customers.

Today, Jio has more than 100 million paying Jio Prime customers. Most of them have recharged on Jio's Rs 309 or higher plans. Jio Prime members will continue to get tariff benefits with Jio Dhan Dhan Dhan and Every Day More Value plans. Additionally, they will get many attractive surprises.

Jio Prime members have a special place in our hearts. We thank them for their trust in Jio and I want to commit that Jio is a customer-obsessed organization and will always walk the extra mile in serving them every single day.

Dear shareowners, I am delighted to report yet another year of record breaking performance by your company. The net profit of Rs 29,901 crore is the highest in the Indian corporate sector.

Reliance continues to be India's largest exporter accounting for 8% of India's total merchandise exports with a value of Rs 147,755 crore and access to markets in 108 countries. Reliance paid Rs 29,637 crore of customs and excise duty during the year, which is almost 5% of India's total revenues from customs and excise duty. Reliance is also the highest Income tax payer in the private sector in India and paid Rs 8,880 crore as income tax during the year.

3. The following words are often confused, state the meaning of each word and make sentences:

- a. Excess, Access
- b. Effect, Affect
- c. industrial, Industrious
- d. Compliment, Complement
- e. Judicial, Judicious
- f. Personnel, Personal
- g. Casual, Causal

Q-3 Answer the following in detail. (Any Two)

[14]

1. Write a note on the usage of punctuation and use of capital letter in detail.
2. Discuss the characteristics of a good speech. What point should be kept in mind while drafting a speech?
3. Discuss five important hints for achieving brevity.