

**Bachelor of Vocation (Journalism & Media) - 3rd Sem. (Batch 2020-23)
(2221)**

Paper-II : Business Communication

Time allowed: 3 hrs.

Max. Marks: 50

**Note: - 1. Attempt five questions in all, selecting at least one question from each section.
The fifth question may be attempted from any section.**

2. All questions carry equal marks.

Section A

1. Discuss the following:-
 - a) Margin account
 - b) F.O.K
 - c) Free float
 - d) Witching hour
 - e) Short Selling

2. Discuss the both:-
 - 1).Laissez-fair capitalism theory
 - 2).Keynesian economics theory

Section B

3. What things should be kept in mind while reporting for stock market?
4. Write a note on IPO and PT.

Section C

5. Discuss in detail about the various pages of "The Economic Times" newspaper.
6. Discuss various trends introduced in Business reporting over a period of time.

Section D

7. What is business letter? What is the structure/layout of business letter?
8. Write a sales letter to promote the sale of a Microwave.
