

IMBA FS Sem-5 Examination

FS-501

Managerial Communication

Time : 2-30 Hours]

December-2024

[Max. Marks : 70

Q.1.	The Government wants to uplift and upgrade the social and economic status of the peons serving in state universities. Please draft a DETAILED socio-economic survey that gives insight and details about the peons and the social and financial aspects of their family and society.	14
Q.2.	A company that manufactures cars wants to know the driver's preferences for creating spaces for storage. Prepare a questionnaire for car drivers to know what kind of spaces and facilities they need around the driver's seat.	7
Q.3.	A two-wheeler manufacturing company wants to launch a new unisex two-wheeler for youngsters. Please prepare a questionnaire for the research and development department of this company to know the user preferences for purchasing a new two-wheeler.	7
Q.4.A.	Draft a letter of inquiry to an overseas company which manufactures premium crockery which you as the owner of a big showroom want to display for sale before Diwali.	7
Q.4.B	Draft a reply to the above letter mentioned in Q.4.A.	7
Q.5.A	Interpret the following headlines published in various newspapers and explain the headline in one simple statement. 1. "Bull-Liquidation Affects NSE By 3%" 2. "Bullish Trend Marks On Petroleum Industry" 3. "Bears ruled the market today"	14
Q.5.B	Read the following report and answer the following questions: BANK, SUGAR SCRIPS SPARK RALLY Mumbai: The government's announcement on Thursday about favourable changes in rules governing the bank in India, and allowing sugar exports again made Dalal Street cheerful on Friday. The BSE Sensex opened exactly 100 points up on Friday and carried on good work all through the day. At the close, it was up 426 points, or 3.1% to end at 14, 057, its highest close ever. During Friday trading, the government's announcement that the growth rate of industrial output for Nov. 2006 was at over 15%, the highest in over a decade also gave a reason to investors to buy more and take the Sensex to a new level. The news of the inflation rate shooting past the 5.5% mark, was completely neglected by the market. Banking stocks rallied from the start of Friday's trading session. ICICI Bank ended 9% higher at Rs. 981, the highest gainer among the bank stocks. SBI closed with a 6.4% gain at Rs. 1,223 and HDFC Bank too finished 6.4% up at Rs. 1,063. BSE's Bankex ended nearly 7% higher. Market players think the market's future depends very much on the Q3 results of the corporate world. 1. What trend is indicated by the headline? Point out the most important word in headline suggesting the trend. 2. Point out two factors responsible for the trend. 3. Point out the negative factor which could not affect the market. 4. Point out the scrip in the table that did not follow the general trend of the market. 5. Point out the scrip which closed at the best level of the session	14