



**KAM-1391**      Seat No. \_\_\_\_\_  
**B. B. A. (Sem. IV) Examination**  
**April / May – 2013**  
**Business Correspondence**

Time : 2 Hours]

[Total Marks : 50

1      Define public speaking and explain the detailed      11  
process of public speaking for effective presentation.

2      You being invited in a formal event of any college      7  
draft a motivational speech.

**OR**

2      Prepare a speech to give farewell to the senior      7  
students.

3      Promote your electronic instruments by an      7  
Ad Copy.

**OR**

3      Write a press report on a recent accident you      7  
have seen.

4      Arya sweets wants to start a new business at      11  
pattern prepare a report on advisability.

5      Mahek financial services Ltd has called 1<sup>st</sup>      7  
AGM at their head office at Ahmedabad prepare  
minute.

**OR**

- 5 Prepare a minute on the basis of data collected from HR department on employee satisfaction. 7
- 6 Draft a letter : (any **one**) 7
- (i) Intimating the lost of cheque
  - (ii) Complain regarding wrong entry of interest in passbook
  - (iii) Request the change in Address.
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