

Roll No.....

Time allowed : 3 hours

Maximum marks : 100

Total number of questions : 7

Total number of printed pages : 4

NOTE : Answer all questions.

1. (a) Choose the most appropriate answer from the given options in respect of the following :
 - (i) The phrase – *a la mode* refers to —
 - (a) According to value
 - (b) According to fashion
 - (c) The most convenient mode
 - (d) Different medium.
 - (ii) The phrase – ‘a nine day wonder’ refers to —
 - (a) Ganesh festival of Maharashtra
 - (b) To move forward on the same path
 - (c) An event that attracts a lot of notice for a short time but is forgotten soon
 - (d) To cross an ocean in nine days.
 - (iii) A person who seeks to promote the welfare of others, especially by donating money to good causes, is called —
 - (a) Philatelist
 - (b) Philanthropist
 - (c) Agnostic
 - (d) Oncologist.

(1 mark each)

- (b) Attempt the following as directed against each :
 - (i) 15% of the sales representatives failed to attend the conference. (*Change this into positive sentence.*)
 - (ii) If a customer pays in time, he is placed on the company’s preferred list. (*Change the pronoun to gender-neutral.*)
 - (iii) One should mind his own business. (*Re-write the sentence correctly.*)
 - (iv) We trusted the unfounded misrepresentations. (*Eliminate unnecessary word/s.*)
 - (v) In the mean time. (*Give one word substitute.*)
 - (vi) _____ officer I met last time has been transferred. (*Use the correct article in the blank space.*)

(1 mark each)

(c) Correct the following sentences :

- (i) He is in search for a good house.
- (ii) The chairman is superior than the secretary.
- (iii) Kashmiri apples are different than Himachali apples.

(1 mark each)

(d) Make sentences of your own using the following pairs of words to bring out the difference in their meanings :

- (i) Disperse — Disburse
- (ii) Erratic — Erotic
- (iii) Message — Massage.

(1 mark each)

2. (a) What guidelines should be followed while speaking and listening on the telephone ?

(5 marks)

(b) State, with reasons in brief, whether the following statements are correct or incorrect.
Attempt *any five* :

- (i) Meaning of the communication is in the mind.
- (ii) Verbal communication is inclusive of written communication.
- (iii) Grapevine network can be good for the business.
- (iv) Non-verbal communication happens continuously.
- (v) During presentations, the presenter should concentrate on the visuals and not the audience.
- (vi) Hearing is the same as listening.
- (vii) Misspoken and miswritten communications each year cost people their careers and cost companies their profits.

(2 marks each)

3. Your firm has recently received a huge order for supply of carpets from Himgiri Carpets Ltd., 275, Himgiri Meadows, Gottigere, Bannerghatta Road, Bangalore. Write a negative response in block format.

(15 marks)

OR

Write a positive letter (in semi-block format) to one of your customers who had complained about malfunctioning of the recently bought refrigerator.

(15 marks)

4. Attempt *any three* of the following :

- (i) Draft an office memorandum nominating Vijay, an Accountant of your company, for participation in a 2-day computer training programme at NIIT.

(5 marks)

- (ii) Virpal, an Accounts Assistant, suspended on the charge of financial lapses, is to be reinstated w.e.f. 1st January, 2008. The enquiry committee has exonerated him of all the lapses. Draft an office order to reinstate him.

(5 marks)

- (iii) A meeting of the Board of directors is scheduled to be held on 26th February, 2008 at the registered office to consider and take on record the audited financial results for the year ended 31st December, 2007. Prepare a notice for publication in The Economic Times.

(5 marks)

- (iv) Enlist any five situations when a business firm has to send circular letters to its dealers.

(5 marks)

5. Attempt *any three* of the following :

- (i) Draft a thank-you letter (only body) to Vivek, Managing Director, Future Telecom Ltd., 7, M.G. Road, Mumbai who had interviewed you last Wednesday along with Rakshit and Shashank for the post of Company Secretary.

(5 marks)

- (ii) Write a letter (only body) requesting the insurance company to urgently send the insurance policy which you need to submit to your bankers.

(5 marks)

- (iii) Describe any five essentials of a good press release.

(5 marks)

- (iv) As an Assistant Company Secretary of Big Bang Ltd., draft a suitable reply to a shareholder who has complained about non-receipt of latest annual report of the company.

(5 marks)

6. Write an essay of about **300 words** on *any one* of the following :

- (i) The rising rupee
(ii) Credit cards in India – a boon or bane
(iii) Leadership qualities
(iv) India – emerging economic power.

(15 marks)

7. Make a *precis* of the following passage in about one-third of its length and suggest a suitable title (*Use precis-sheet given at the end of the answer book*) :

The increasingly cheaper imported chocolates, confectioneries and nibbles may have heartened consumers. However, there is reason for concern. Buyers may never know if these value-for-money products landed in the country through the official customs channel or in a passenger's personal baggage. In other words, there is no way to find out whether the products have passed the mandatory safety tests for adulteration.

Says A K Prasad, Commissioner Customs (Imports), Mumbai, "Normally, products that come through passenger baggage don't go through these checks. Suppose someone carries a boxful of items from Singapore. Those things, you cannot check."

It is not as if smuggled items are a new phenomenon. Besides, since the gradual easing of import norms (edible items do not require an import licence), a wider variety of products have started entering the country. Concurrently, though, small shops stocking supposedly imported and cheaper products have also mushroomed all over the place. Such shops sell a chunk of their products at surprisingly cheap rates — obviously evading the high 30-50% duty imposed on items such as cooked chocolates, malted milk products and ginger bread, in addition to the 16% countervailing duty. In the process, such products bypass safety tests too. It is also "difficult to make out duplicates," says Prasad.

Although this is not a sure proof of authenticity, consumers can look for the manufacturer and importer's names on the label; this is a compulsory requirement.

If products are imported through the proper channel, their samples are sent for testing to Central and State laboratories identified by the Prevention of Food Adulteration (PFA) department under the Ministry of Health and Family Welfare. Says a source in the PFA, "Once a product enters the market, it is treated on the same plank as a local product. All products come under the purview of the PFA Act and Rules."

However, once a product gets the go-ahead and if the supplier, brand and importer remain the same, no tests are conducted on future imports. But, S P Adeshara, Commissioner at Gujarat's Food and Drug Control Administration says, "Sometimes they are subjected to random test." That's because, time and again, State governments have been instructed to do so, says the PFA source.

In addition, any consumer who suspects the quality of a product can also get it tested. Says Adeshara, "There is a provision in the PFA Act, which empowers private purchasers and customers to test such products in government approved laboratories."

"In Mumbai, for instance", says P R Uttarwar, Joint Commissioner at Maharashtra Food & Drugs Administration, "suspect products can be tested at the BMC laboratory in Dadar and the State government lab in Vashi. If an item is found to be adulterated, the consumer must give details of the results to BMC. The corporation's food inspectors will visit the site. Action can be taken against the retailer and the supplier under the PFA Act."

(476 words)
(8+2 marks)

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