

Roll No.....

Time allowed : 3 hours

Maximum marks : 100

Total number of questions : 7

Total number of printed pages : 7

**NOTE :** Answer all questions.

1. (a) Attempt *any five* of the following :

- (i) i agree of course that we must reach a decision soon.  
(Punctuate the sentence.)
- (ii) The corrugated boxes are rectangular in shape.  
(Eliminate the redundant word/s.)
- (iii) The Office of Profit Bill was signed by the President.  
(Change into active voice.)
- (iv) He has went to check on last year's records. (Correct the sentence.)
- (v) We require \_\_\_\_\_ (Fewer/Less) sales people. (Fill in the blank with suitable word.)
- (vi) What does 'e.g.' stand for ? (so that/that is /for example.)
- (vii) SEBI is the regulator of capital market. (Give full form of the underlined acronym.)
- (viii) To make impure by the addition of some inferior substance. (Give one word substitute.)

(1 mark each)

(b) Make sentences of your own using *any three* of the following pair of words to bring out the difference in their meanings :

- (i) Practice – Practise
- (ii) Latter – Letter.

- (iii) Beneficial – Beneficent
- (iv) Infer – Imply
- (v) Lose – Loose.

(1 mark each)

- (c) Provide the meaning of *any two* of the following idioms/phrases and use them in sentences of your own :

- (i) To rise to the occasion
- (ii) A burning question
- (iii) Good offices
- (iv) Pros and cons.

(1 mark each)

2. (a) State, giving reason, whether the following statements are true or false. Your answer to each statement need not exceed 30 words. Attempt *any five* :

- (i) Face to face interactions are better than electronic communication to create mutual understanding and trust.
- (ii) In a normal conversation between two persons, non-verbal communication plays a greater role.
- (iii) Use active verbs and active voice in your sales letters.
- (iv) Business letters must convey accurate information to the reader.
- (v) Oral communication saves time.
- (vi) If you have to convey your inability to execute an order, you should mention it in the first line of your reply.
- (vii) A Company Secretary occupies an important place in a corporate set-up.

(2 marks each)

- (b) Briefly explain *any five* of the following :

- (i) Affidavit
- (ii) *Laissez faire*
- (iii) Visa

- (iv) *Status quo*
- (v) Bank rate
- (vi) Quorum
- (vii) Invoice.

(1 mark each)

3. Write a reminder letter to one of your valued customers who has not paid a sum of Rs.50,000 even though a period of three months has elapsed after the payment became due. You may impress upon the need for timely payment of dues for maintaining good and lasting business relations.

(15 marks)

**OR**

Write a letter (in Semi Block Format) to Special Sub-committee on License Approval, Ministry of Telecommunications, Government of India, New Delhi, as you wish to present testimony at the forthcoming hearing on 1<sup>st</sup> January, 2007 for grant of licences to small and medium-sized companies providing cellular communication services.

(15 marks)

4. Attempt *any three* of the following :
- (i) Draft a short and concise tender notice for comprehensive annual maintenance contract (AMC) for IBM Servers in your office. Detailed information is available on your company's website.
  - (ii) A meeting of the Board of directors of your company is to be held to consider and approve the un-audited financial results for the quarter ended 30<sup>th</sup> September, 2006. Prepare a notice for publication in national dailies.
  - (iii) The warehouse of your organisation was gutted in an accidental fire last night. Draft an express telegram to the insurance company informing them about fire.
  - (iv) The Sarva Mangal Society, Mysore is organising a free meditation session at Vrindavan Gardens, Mysore on 1<sup>st</sup> February, 2007 from 6.00 AM to 8.00 AM. Draft an advertisement inviting the public to participate.

(5 marks each)

5. Attempt *any three* of the following :

- (i) While designing a format of memo, which five headings are considered important ? Just name them.
- (ii) Goodwill Insurance Company is planning to organise its Golden Jubilee celebrations in the year 2007-08. Draft an office circular soliciting suggestions from all staff members of the company to make the event a grand success and memorable.
- (iii) Draft an office order granting a special increment of Rs.2,000 per month to Kumaraswamy with effect from 1<sup>st</sup> January, 2007.
- (iv) Write a covering letter to the 'Business Standard' to whom you are forwarding a press release for publication in the newspaper.

(5 marks each)

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

- (i) The demat account
- (ii) If I were the Finance Minister of India
- (iii) The internet
- (iv) Media and sales promotion.

(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*) :

Agriculture Minister's sympathy for biscuit-makers is not misplaced, but he should not lose sight of larger issues. Biscuits may continue to come cheap, with the government slashing import duty on wheat to zero till December, but the shortfall in wheat output is for real. While the arrival of five million tonnes of imported wheat is expected to take care of the current shortage, the government needs to reframe its policies to address a situation of food deficit.

Gone are the days of overflowing granaries of the Food Corporation of India (FCI). Now, FCI godowns lack the stocks to stabilise the market. How does one explain this transition ? The fact that private procurement of food-grains has increased in recent years to meet the needs of big players in the food business should not

detract from a basic issue — inadequate food output. We aren't and never were, a food self-sufficient country. According to studies by the Indian Council for Medical Research, even our cereals output barely measures up to per capita nutritional needs. This cannot change unless India's food output, now growing at 2% per annum, outstrips population growth. While imports are always an option to plug the supply-demand gap, it should be seriously considered only when possibilities to improve productivity have been explored. India holds a comparative advantage in agriculture, with its unique soil and climatic conditions. It would be foolish to spend wastefully that away. Wheat output has stagnated at 70-75 million tonnes, clearly suggesting that the green revolution has exhausted its potential in Punjab and Haryana.

The Eleventh Plan rightly calls for a second green revolution, so that Indians can produce and consume increasingly larger quantities of wheat, value-added food products and industrial goods. At present, a flourishing middle class, rural and urban, is driving a change in food consumption patterns. Hence, this represents a shift away from coarse grains to finer varieties and from cereals to a more diversified diet. While the growth of food processing, in order to cater to this segment, will work to the farmers' advantage, food output should also increase so that consumers as a whole are not put to hardship. The government must promote land consolidation as a new mode of land reform so that farming remains a viable activity. Instead of sinking huge sums in new irrigation projects, it should try to turn around existing systems that have fallen into disuse. State support should be diverted away from regions that have hit diminishing returns to areas that have productivity potential. Let us be a nation of happy food growers, biscuit-makers and consumers.

*(431 words)*

*(12+3 marks)*

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