

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 six* of the following as directed against each :
 - (i) He was so tired that he could not stand. *(Change into a simple sentence.)*
 - (ii) I am not so intelligent as he is. *(Use comparative degree.)*
 - (iii) You should not be irregular in your habits. *(Re-write in affirmative form.)*
 - (iv) The landlady called her maid-servants into the room. *(Change the gender of the nouns.)*
 - (v) I know that you are an authority _____ Company Law matters. *(Fill in the blank with correct preposition.)*
 - (vi) I have a few minutes to tell you very _____ what he said. *(Fill in the blank choosing a correct word — shortly/ briefly.)*
 - (vii) He said to me, "Where do you live ?" *(Change into indirect speech.)*
 - (viii) He is reading an interesting book. *(Change into passive voice.)*

(1 mark each)

(b) Give one word substitute for *any three* of the following :

- (i) One who feels sympathetic towards human beings.
- (ii) A word or law no longer in use.
- (iii) A previous case which might serve as an example.
- (iv) A decision or opinion on which all are agreed.

(1 mark each)

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

- (i) Principal — Principle
- (ii) Access — Excess
- (iii) Dependent — Dependant
- (iv) Advice — Advise

(1 mark each)

(d) Choose the most appropriate answer from the given options. Attempt *any three* of the following :

- (i) To express some event to be of great importance you would use the word —
(a) Momentary; (b) momentous; (c) momento; (d) None of the above.
- (ii) The antonym of the word 'arrogant' is —
(a) Accept ; (b) humble; (c) normal; (d) solvent.
- (iii) A doctor dealing with heart related diseases is called —
(a) Psychologist; (b) Cardiologist;
(c) Ophthalmologist; (d) Gynecologist.

(iv) A conjunction —

(a) is used in place of a noun; (b) adds meaning to a noun; (c) joins two sentences; (d) is used in a sentence to express more emotion.

(1 mark each)

2. (a) What do you understand by the term 'communication'? What are the main features of effective communication?

(5 marks)

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

(i) Communication is a circular process.

(ii) Verbal communication means oral communication.

(iii) Your business card says volumes about you.

(iv) The formal channel of communication is also called 'grapevine'.

(v) Flowers have their own language.

(vi) Sending MIS report is a form of an upward communication.

(vii) The complimentary closing of a letter must match with the salutation in terms of formality.

(2 marks each)

3. You are Purchase Manager of Ambika Hotels, New Delhi. M/s Gupta Carpets, 23, MG Road, Panipat has laid Kota-Tuft carpeting in your hotel's swimming pool area. Just after few days, you observed heavy colour fading near the pool area.

The purchase (price included value of carpet and its fixation) carried one year warranty clause against colour fading. Write a claim letter to change the carpet or refund the price.

(15 marks)

OR

- (a) You have to dispatch a letter to Minerals and Metals Trading Corporation's Iron and Steel Division's Manager – Manish Kala. The Corporation is in New Delhi (PIN Code 110003). The office is located at Lodi Road's PSU Complex's Building – Scope Tower. The Iron and Steel Division is on the 5th floor.

Write the address properly as it should appear on the envelope.

(3 marks)

- (b) A writer of a sales letter is advised to use AIDA plan. What does AIDA stand for? Explain.

(3 marks)

- (c) What is a 'memorandum'? When should it be used?

(3 marks)

- (d) Write a brief note on non-verbal communication.

(3 marks)

- (e) (i) If the gender of the receiver of a letter is female and you are not sure of her marital status, what kind of courtesy title would you use for addressing her?

(1 mark)

- (ii) If you are addressing a letter straight to the firm instead of a person or a position,

what kind of salutation would you use ?

(1 mark)

(iii) In a letter if salutation is – ‘Dear Mr. Maniar’,
what would be the formal close ?

(1 mark)

4. Attempt *any three* of the following :

(i) Draft a condolence message to the wife of one of your colleagues expressing sympathy over her husband’s death. (Prepare only the body of the message.)

(ii) Draft a covering letter to be sent along with your resume to Hindustan Levers Ltd., Post Box No.1008, New Delhi-110 001 for the post of sales representative in response to an advertisement in the Times of India. (Prepare only the body of covering letter. No resume is to be prepared.)

(iii) You are a well-known Company Secretary. You have been invited by University College of Commerce, Jaipur to deliver a lecture on “Corporate Governance in India 20-Years Ahead”. Write a polite letter expressing your inability to accept the invitation due to other pressing engagements.

(iv) Draft a letter to Kuberdhan Bank Ltd., C – 13, Connaught Place, New Delhi – 110 001 to stop payment of a cheque.

(5 marks each)

5. Attempt *any three* of the following :

(i) Draft a telegram to a candidate to attend ICSI Prize Distribution Function at 11.00 AM on 20th June, 2007 at CCRT Auditorium, Plot No.101, Sector – 15, Institutional Area, CBD Belapur,

Navi Mumbai – 400 614.

- (ii) Prepare a press release highlighting the outstanding performance of Grow-Fast IT Company, MM Road, Bangalore – 560 006 based on its half-yearly results.
- (iii) On behalf of an educational and professional institution, write a letter of enquiry to a leading book-seller asking for the latest catalogue/price-list and details of special discount offered to libraries.
- (iv) Draft an office memorandum granting permission and special leave to an employee for participating in the State level cricket tournament.

(5 marks each)

6. Write an essay of about **300 words** on *any one* of the following :
- (i) Automated Teller Machine (ATM)
 - (ii) Inflation
 - (iii) NRI investment in India
 - (iv) Role of computers.

(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*) :

Liberalisation in India, which began more than a decade ago, has been proceeding at a frantic pace. The implications for corporations in India are significant. This is true of all vertical industry segments across the board such as banking, financial services, airlines, transportation, telecom and manufacturing. One of the most far-reaching implications in this

liberalised and hence globalised regimes is the increasing widespread use of state-of-the-art information technology solutions. This is done to gain strategic and competitive advantage *vis-à-vis* the past. It is worthwhile to examine in some detail the position of enterprises manufacturing systems for the manufacturing industry.

Up until recently, manufacturers in India have been a relatively sheltered lot, what with the "licence raj" regime in the home market on the one hand and lack of global as well as multinational competition on the other. In the current context, however, this protection is being withdrawn in intermittent doses by the Union Government. Alarming though this may sound, this is both a problem and an opportunity for Indian manufacturers with an eye towards growth via the international market place. The problem is that suddenly they have to compete against the best in the world, albeit in the local market. The opportunity is that if they successfully do so, nothing can really stop them from repeating this success across the globe. It is apart that to achieve world class status, use of latest information technology will be a pre-requisite. After all, having world class manufacturing processes, world class design processes and large local and export market at the same time is of no avail if the organisation cannot produce the right product at the right time and at the right cost. This would also enable them to market their products world wide using the latest information technology solutions. Liberalisation then will cease to be a dreaded word.

(305 words)

(8 + 2 marks)