

Roll No.....

Time allowed : 3 hours

Maximum marks : 100

Total number of questions : 6

Total number of printed pages : 4

NOTE : Answer all questions.

PART — A

1. (a) Write an essay of about 300 words on **any one** of the following :

- (i) Women safety
- (ii) Role of stock exchanges
- (iii) Role of professionals in society
- (iv) Impact of social media.

(10 marks)

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

Consultancy is fast becoming a popular profession in India. A consultant specialises in a particular area like medicine, engineering, law, *etc.* and counsels or advises the prospective clients about their problems relating to that area. The fee charged by him is directly proportionate to the quality and range of services rendered. There are consultancy organisations also, which employ highly skilled professionals, who render expert service and advise on demand. Engineering consultants offer services that may range from preparing feasibility studies, preparing tender documents to execution of turnkey projects. Their advice about machinery to be installed or the sources from where sophisticated raw-materials may be obtained can be very useful to the entrepreneur venturing into new fields. In non-engineering fields too, consultancy services are made available by professionals such as Chartered Accountants, Company Secretaries, super-specialist doctors, *etc.* Besides, there are firms specialising in formation of companies, managing public issues and other functions relevant to business organisations. Legal consultancy is made available by firms in matters relating to income-tax, wealth tax and sales tax, customs and excise duties and other varied fields. In the era of super specialisation, consultancy organisations contribute to industrial and commercial growth by making expert knowledge available to entrepreneurs in diverse fields. The merit of these organisations lies in the fact that but for them, screening and setting-up of projects will take a much longer time. By offering specialised knowledge and skills in a range of areas through a band of experts, with decades of experience, they save both money and time. Clients also find it economical to seek consultancy services rather than employ individual experts whose role may be limited to specific projects. The fast rate at which technology becomes obsolete and the maze of bureaucratic rules and regulations make consultancy a bright and well-paying career which shall remain a significant part of economic activity.

(308 words)

(8+2 marks)

2. (a) Attempt the following as directed against each :
- (i) Three _____ three makes six. (*Fill-in the blank space using conjunction.*)
 - (ii) We shall finish the assignment in a month. (*Change the voice.*)
 - (iii) If you come _____ , you will be able to _____ me well. (*Fill-in the blank spaces using appropriate words – hear/here.*)
 - (iv) Karan had finished his examination. He went out to see a movie. (*Combine the sentences using verb+ing.*)
 - (v) The boss confided _____ me. (*Fill-in the blank space using appropriate preposition – in/at/on/after.*)
 - (vi) To err is human to forgive divine. (*Punctuate to make the sentence meaningful.*)
 - (vii) The thief searched thoroughly the victim's house looking for hidden cash. (*Substitute the underlined words with a single word.*)
 - (viii) Her new book is in a continuation of her autobiography. (*Correct the sentence.*)
 - (ix) Yamuna is the most polluted river in India. (*Change the degree of comparison.*)
 - (x) You should not use dishonest means to gain wealth. (*Change into an affirmative sentence.*)
- (1 mark each)
- (b) Write the most appropriate answer from the given options in respect of the following :
- (i) The word 'errata' means —
 - (a) In harmony
 - (b) List of errors
 - (c) Last resort
 - (d) Infinity.
 - (ii) A person who examines the financial statements of a company is called an —
 - (a) Auditor
 - (b) Inspector
 - (c) Officer
 - (d) Accountant.
 - (iii) A person who feels at home in every part of the world is called —
 - (a) Urban
 - (b) Cosmopolitan
 - (c) Agnostic
 - (d) Connoisseur.

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- (iv) The synonym of the word 'scuffle' is —
- (a) Brawl
 - (b) Bludgeon
 - (c) Bandy
 - (d) Barter.
- (v) The abbreviation N.B. stands for *nota bene* which means —
- (a) More precisely
 - (b) Note well
 - (c) None before
 - (d) For example.

(1 mark each)

3. (a) Make separate sentences of your own using the following pairs of words to bring out their respective meanings :

- (i) Ascent – Assent
- (ii) Biannual – Biennial
- (iii) Negligent – Negligible.

(2 marks each)

- (b) Write full form of the following :

- (i) EU
- (ii) FDI
- (iii) BRICS
- (iv) SEBI.

(1 mark each)

- (c) Make sentences of your own using the following phrases/idioms to bring out their meanings :

- (i) To fish in troubled waters
- (ii) To flog a dead horse
- (iii) To eat one's own words
- (iv) To strike when the iron is hot
- (v) To mind one's P's & Q's.

(1 mark each)

PART — B

4. (a) State, with reasons in brief, whether the following statements are true or false. Attempt *any five* :
- (i) Selection of channel is not important in a communication process.
 - (ii) Grapevine is sheer gossip and must be curbed in all offices.
 - (iii) Use of mail merge feature improves the reception of a circular.
 - (iv) Use of block or capital letters in an e-mail helps highlight content.
 - (v) Absence of upward communication is a sign of a modern organisation.
 - (vi) Communication should be 'You-centred' in order to be effective.
 - (vii) Oral communication is a waste of time and money.

(2 marks each)

- (b) Explain the structure of a business letter. Give details of any five parts of a letter with examples wherever necessary.

(10 marks)

OR

A State has suffered from floods causing immense loss and suffering to people. As director of Community Outreach of that State, write an internal circular to your staff requesting them to donate for flood-relief. Give relevant details.

(10 marks)

5. Attempt *any three* of the following :

- (i) Draft the body of a letter offering a job to an applicant.
- (ii) Draft an advertisement to be issued by Mohan Electricals Ltd. for the post of Company Secretary.
- (iii) Globaltel, a mobile service provider has won the best customer satisfaction award. Draft a press release to announce it to general public and to increase the company's goodwill.
- (iv) Your client has been ignoring requests to settle the outstanding dues for the past six months. Draft the body of a final reminder to demand payment within specified time.

(5 marks each)

6. Write notes on the following. Attempt *any three* :

- (i) Memorandum
- (ii) AIDAS
- (iii) Email attachments
- (iv) Suspension letter.

(5 marks each)