

Roll No.....

Time allowed : 3 hours

Maximum marks : 100

Total number of questions : 7

Total number of printed pages : 6

NOTE : Answer all questions.

1. (a) Attempt the following as directed against each :

- (i) She _____ not come to our place since last Diwali. (*Use the correct verb — did/has.*)
- (ii) You have not complied to my instructions. (*Correct the preposition.*)
- (iii) Megha and Neha only lived in the neighbourhood for only two years. (*Rewrite the sentence by keeping related words together.*)
- (iv) There were many people at the reception. (*Use strong adjective/adverb.*)
- (v) You will not regret your decision. (*Convert into a positive sentence.*)
- (vi) We would like to invite you to attend the convocation. (*Omit unnecessary words.*)
- (vii) The flowers were cut for a bouquet by Lakshya. (*Convert into active voice.*)
- (viii) The factory needed raw materials. The workers needed jobs. (*Join the two sentences with the help of a proper conjunction.*)
- (ix) Ms. Kiran is the Chairman of Biotech Ltd. (*Make the underlined word gender-neutral.*)
- (x) The audience loudly cheered the Mayor's speech. (*Change the sentence into passive voice.*)

(1 mark each)

(b) Choose the most appropriate answer from the given options in respect of the following :

- (i) A person who takes a bright view of things is called —
- (a) Pessimist
 - (b) Optimist
 - (c) Adherent
 - (d) Indifferent.

(ii) A person who calculates insurance and annuity premium is called —

- (a) Insurer
- (b) Insured
- (c) Underwriter
- (d) Actuary.

(iii) The act of giving and receiving is called —

- (a) Donation
- (b) Distribution
- (c) Exchange
- (d) Consumption.

(iv) The supreme law making body of India is called —

- (a) Parliament
- (b) Supreme Court
- (c) State Government
- (d) Local Government.

(v) Plants that grow in water are called —

- (a) Aquatic plants
- (b) Terrestrial plants
- (c) Sea-coast plants
- (d) Parasitic plants.

(1 mark each)

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

- (i) Merits and demerits
- (ii) Vocation and avocation
- (iii) Black and white
- (iv) *Sine die*
- (v) *Prima facie*.

(1 mark each)

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

- (i) A complaint by a customer is a gift to the company.
- (ii) If you want to know whether a subordinate is telling the truth, keep an eye on his eyes.
- (iii) Language does not mean exactly the same thing to everyone.
- (iv) Communication is the game of listening only.
- (v) There is only one standard format in which a business letter can be written.
- (vi) The two sentences — “Your efforts are highly appreciated by management” and “The management highly appreciates your efforts” — make the same impact.
- (vii) You reach office late by thirty minutes. Your boss first looks at you and then the wall clock. But he utters no word. It means he has said nothing.

(2 marks each)

(b) Define ‘non-verbal communication’ and describe any four forms of non-verbal communication.

(5 marks)

3. Read the following advertisement for recruitment and draft a suitable job application :

<p>INDIA UNILEVER BROTHERS 12, NARIMAN POINT MUMBAI – 400 001</p> <p>Needs</p> <p>Secretarial Executives</p> <p>Essential Qualification required B.Com. (Hons.). Desirable Qualification C.S. (Intermediate) with two years’ requisite experience in an FMCG company. Must have ability to work with people. Apply within 7 days.</p> <p>Personnel Manager</p>
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(15 marks)

OR

3. (a) Write a letter to BSNL complaining against the excess billing in respect of your office telephone and requesting them to change tariff plan for the telephone of your company.

(10 marks)

- (b) Draft a letter to Bombay Stock Exchange Ltd. regarding notice of an Annual General Meeting of your company (body only).

(5 marks)

4. Attempt **any three** of the following :

- (i) Here is an e-mail. In your opinion, which five things need to be reworked/rewritten/mentioned ?

Subject : Missing order
Date : 30 December, 2008
From : hari_sons@hotmail.com
To : rattan_sons@rediffmail.com

Where are the cookies we ordered last week ? Your ads say you deliver in 5 to 7 days, and it's been 12.

Please send our order ASAP.

(5 marks)

- (ii) Draft a letter (body only) to the National Insurance Company to provide details of an 'Against All Risks' (AAR) Cover.

(5 marks)

- (iii) Write a letter (body only) to HDFC Bank requesting for cash-credit facility against shares.

(5 marks)

- (iv) Draft a letter to the postal authorities requesting for Post Box facility (body only).

(5 marks)

5. Attempt **any three** of the following :

- (i) What is the meaning of the word 'memorandum' ? When is its use preferred ?
How is it different from a letter format ?

(5 marks)

(ii) In spite of the emergence of fax and internet, telegram is still in use in the businesses. Answer the following questions :

- (a) What is the need to use words economically in a telegram ?
- (b) If you want to get the telegram delivered very fast, how can you make it possible ?
- (c) Suppose your Managing Director is going to visit Jaipur branch by Indian Airlines Flight IA-303 on 3rd January, 2008 which reaches there at 2 p.m. How will you draft the message ?
- (d) Is it necessary to write the name of sender on the telegram form ?
- (e) Is the full address written under the head — 'Not to be telegraphed' also taken into account for telegraph charges ?

(5 marks)

(iii) Daichi Sankyo, the Japanese pharmaceutical company, had appointed ICICI Securities Ltd., Mumbai as its Issue Manager for the open offer made by it to acquire additional 20% equity shares of Ranbaxy Laboratories Ltd. The offer closed on 4th September, 2008. The company was to make payments on 19th September, 2008. Certain approvals did not come. The acquirer could not pay the amount. Now it says that it would pay interest to shareholders for delay in payment of consideration beyond 15 days. Interest rate would be what SEBI specifies. Draft a brief and crisp press release as a Public Relation Officer (PRO) of ICICI Securities Ltd. on behalf of the acquiring company.

(5 marks)

(iv) Due to stock verification, the Stores Department would close the issue of items for 3 days. Prepare a suitable office note in this regard to be sent to the Administration Department.

(5 marks)

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

- (i) Media and sales promotion
- (ii) Payment of dividend through Electronic Clearing Services (ECS)
- (iii) Inflation
- (iv) Mutual fund industry.

(10 marks)

7. 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*) :

There were many obstacles to the development of commerce in the middle ages. Dangers by land and sea had to be considered by the merchant who wished to send his goods to some distant part; but as the towns grew and multiplied, the resolution and ingenuity of man rendered it, possible for commerce to increase steadily, till by the dawn of the modern period every country in Western Europe had felt its beneficent influence. When we think of poorness of communication, the vast forests, the inferior roads, the unbridged rivers and 'the innumerable foes' lining the trade routes, it would seem, at first sight, almost an impossibility for merchants in the north of Europe to have interaction and dealings with those of the south. Then again, the narrow spirit of the middle ages, the survival of feudalism, offered a difficulty which was almost as prohibitive to the transportation of merchandise as the robbers and pirates, noble and ignoble, who lay in the wait for the trembling merchant. There was an elaborate system of dues and tolls which made most goods when they arrived safely at their destination a luxury beyond the means of the average man; and, furthermore, it was the practice for governments in those days to prohibit and prevent passage through their countries. Yet inspite of all difficulties, the groups of towns which were developing in Northern and Southern Europe, and the manufacturing centres of the East and West, steadily increased their wealth and prosperity.

(247 words)

(8+2 marks)

