

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) Attempt the following as directed against each :

- (i) Do not drive fast. (*Change into positive sentence.*)
- (ii) Few people are so liberal as you are. (*Change into superlative sentence.*)
- (iii) He was dropped out _____ the team at the last minute. (*Fill in the blank with correct preposition.*)
- (iv) He purchased a second hand car. He purchased it at a low price. (*Combine into a simple sentence.*)
- (v) He said to me, "When will you meet me ?" (*Change into indirect speech.*)
- (vi) He is so gentle that he will not kill even a fly. (*Re-write the sentence using 'too'.*)
- (vii) He is buying a chair. (*Change into passive voice.*)
- (viii) Have you seen this film ? Yes, I _____. (*Put appropriate verb in the blank space.*)
- (ix) He is very fond of _____ to film songs. (*Fill in the blank space with appropriate word -- hearing/listening.*)
- (x) He is _____ European, but his wife is an Indian. (*Insert suitable article - a/an/the, in the blank space.*)

(1 mark each)

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

- (i) The latin word *Memorabilia* means --
 - (a) A great work
 - (b) Things to be remembered
 - (c) Eminently
 - (d) None of the above.
- (ii) The synonym of the word 'Colossal' is --
 - (a) Consistent
 - (b) Lonely
 - (c) Huge
 - (d) Colonisation.

- (iii) The antonym of the word 'Indolent' is –
- (a) Decrease
 - (b) Active
 - (c) Ignorant
 - (d) Passive.
- (iv) That which cannot be read is known as –
- (a) Illegible
 - (b) Invisible
 - (c) Inaudible
 - (d) Inevitable.
- (v) One who loves one's country is called –
- (a) Parasite
 - (b) Rebel
 - (c) Anarchist
 - (d) Patriot.

(1 mark each)

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

- (i) Dark horse
- (ii) To carry weight
- (iii) A fair weather friend
- (iv) Hand to mouth
- (v) Free for all.

(1 mark each)

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

- (i) Every thing we do is communication.
- (ii) Communication is irreversible.
- (iii) Non-verbal cues are more difficult to fake than the verbal ones.
- (iv) The basic purpose of communication is to issue orders and instructions to subordinates.
- (v) What to communicate must be decided first and when to communicate be decided later.
- (vi) As a principle, communication must be consistent with long-term interests and goals while meeting short-term needs.
- (vii) Upward communication should be allowed only when there is crisis or emergency.

(2 marks each)

(b) Briefly explain the factors which determine the mode of communication.

(5 marks)

3. Bright Paints House, Ranjit Nagar, Amritsar (Punjab) had received a consignment of defective varnish from Delight Paints, Okhla, New Delhi. Draft a letter of complaint on behalf of Bright Paints House. You may also mention in the letter that defective consignment can be retained subject to a discount of 25%.

(15 marks)

O R

Write a letter to Naresh Saxena, Assistant Manager at Lucknow Branch Office of your company terminating his services on ground of unsuitability.

(15 marks)

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

- (i) Draft an advertisement for publication in a newspaper for walk-in-interview for various posts in your organisation.
- (ii) Bank of Bhiwani proposes to empanel advertising agencies. Prepare a draft of an advertisement for publication in a newspaper.
- (iii) Prepare a press release on behalf of electronics industry informing higher sales growth during the festive season.
- (iv) You have been invited to deliver a keynote address in a seminar on 'Consumer Awareness' organised by the Consumer Protection Club (CPC), Jaipur. Draft a letter (only body) to the Secretary of CPC expressing your inability to accept the invitation.
- (v) You are running a restaurant and have received feedback from a regular customer to improve the services. Write a goodwill letter (body only) to him.

(5 marks each)

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

- (i) Sunrise Industries is celebrating its annual day function. Draft an office circular to all its employees requesting them to attend the same.
- (ii) Draft a letter (body only) to be sent to a shareholder intimating him about the remittance of annual dividend to his bankers for crediting to his account.
- (iii) Draft an office order granting promotion to an employee.
- (iv) Write a letter (only body) from the Branch Manager to the Head Office recommending an employee's confirmation.
- (v) Define 'office orders' and 'office circulars'. Distinguish between the two.

(5 marks each)

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

- (i) Advertising ethics
- (ii) Global warming
- (iii) Black money and Indian economy
- (iv) Stock exchange.

(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*) :

Firm hand shake, warm smile, infectious enthusiasm, meticulous time management, robust optimism, impeccable communication skills - all these unquestionably reflect the demands at workplaces for a successful professional. They can be included under one umbrella term - "Soft Skills" - the enhancement of which leads to one's professional progress. Many of us may have outstanding hard skills or technical skills, but if we lack soft skills, it is difficult to stride the path to success at the workplace. Hence, it is important to know what these soft skills are and how vital they are for our professional progress.

Known by varied names such as life skills, survival skills and people skills, soft skills covers multifarious abilities such as communication and inter-personal skills, emotional intelligence, team skills, negotiation skills, time management, business etiquettes, social grace, etc.

The rules for succeeding in business are changing constantly. Not too long ago technical competence and knowledge were the key drivers of career growth and success. Soft skills were relegated to playing second fiddle, or ignored altogether. Now, however, scales have tipped and soft skills have emerged as a tool with enough power to make or break one's career.

So to improve one's career prospects and to enhance his/her personality as a whole, one needs soft skills.

The annual rankings of MBA colleges often place communication and inter-personal skills as the most crucial skills needed for success in the corporate world. Studies by Stanford Research Institute among 500 CEOs found that 75 per cent of long-term job success depends on soft skills and only 25 per cent on technical skills.

Today, lack of competence in soft skills is marked as one of the reasons for poor rate of employability of technical graduates. Though, it is true that soft skills need to be inculcated at a very young age at home itself by parents or elders, the role of schools, colleges and universities cannot be ignored. While families and schools can teach us certain personal habits, discipline, moral values, etc., universities can develop our workplace skills. It is time for us to realise that hard skills and soft skills should complement each other in order to achieve excellence in one's profession.

(365 words)

(8+2 marks)

-- o --