

Roll No.

Time allowed : 3 hours

Maximum marks : 100

Total number of questions : 8

Total number of printed pages : 12

NOTE : *Question No. 1 is compulsory. Attempt any **five** questions from Q. No. 2 to Q. No. 8.*

1. (a) NovoTecho Ltd. is facing communication difficulties. Employees complain that :

- Instructions are often unclear.
- Messages pass through too many levels of hierarchy.
- Language differences create misunderstandings.
- Background noise in the factory causes communication problems.

Identify the communication barriers present in the situation and suggest measures to overcome them.

(8 marks)

(b) Explain the following business terminologies :

- (i) Zero Coupon Bond
- (ii) Warrant
- (iii) Trespass
- (iv) Earnest Money
- (v) Vakalathnama
- (vi) Consortium
- (vii) Caveat Emptor
- (viii) ASSOCHAM

(1×8=8 marks)

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(c) Choose the correct one-word substitute for any *two* of the following :

(i) Boil down to. (*to amount to/to ignore*)

(ii) As soon as the bell rang, the students rushed out. (*Begin with : No sooner.....*)

(iii) Market situation in which a few producers dominate the market. (*Oligopoly/ Monopoly*)

(iv) Reduction in the exchange value of your currency vis-à-vis euro. (*Devaluation/ Revaluation*)

(1×4=4 marks)

2. (a) Ravi Gupta is the Company Secretary of Paramount Industries Pvt. Ltd. Draft a notice for a meeting to be held with all departmental managers to discuss the :

- Company's declining sales performance.
- Immediate corrective measures.
- Finalization of 90-day priority action plan.

(8 marks)

(b) What do you understand by means of communication ? Explain various means of communication.

(4 marks)

(c) Distinguish between simple, compound and complex sentences with examples. Also give summary/key distinction of the differences.

(4 marks)

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3. (a) The Board of Directors of Sunrise Infrastructure Ltd. held a meeting to discuss :

- Confirmation of minutes of previous meeting
- Appointment of Internal Auditor
- Proposal to establish a new branch office in Jaipur
- Review of ongoing projects

Draft the Minutes of the Meeting.

(8 marks)

(b) Imagine two companies launching similar products. Company X spends millions on advertising but ignores Public Relations (PR). Company Y advertises moderately but also invests in PR campaigns such as community service, media, coverage and environmental projects. Over time, people begin to trust Company Y more because PR builds emotional connection and authenticity.

Elucidate the importance and functions of PR.

(4 marks)

(c) Explain the use of the following punctuation marks with the help of symbol and an example :

- (i) Hyphen
- (ii) Quotation Marks
- (iii) Apostrophe
- (iv) Angle brackets

(1×4=4 marks)

4. (a) Greenfield Solutions Company, tested a new energy saving device across its five office branches. After a 3-months trial, the branches reported a 12% reduction in electricity consumption. The management asks you to prepare a Business Report summarising the findings and recommending whether the device should be installed company-wide. As the Company's trainee executive, mention the essential components you will include in the Business Report and draft the structure of an effective Business Report.

(8 marks)

- (b) Attempt the following as directed :

- (i) Choose the correct option :

Synonym of "*Generous*".

(a) Selfish

(b) Kind

(c) Weak

(d) Poor

- (ii) Identify the incorrectly spelled word :

(a) Environment

(b) Occassion

(c) Development

(d) Technology

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(iii) Choose the correct word :

She was unable to _____ the heavy box.

(a) lift

(b) leave

(iv) What is the full form of CEO ?

(a) Chief Executive Officer

(b) Corporate Executive Officer

(c) Central Executive Officer

(d) Chief Economic Officer

(1×4=4 marks)

(c) Explain the Telephone Etiquette that should be followed by employees when handling customer calls.

(4 marks)

5. (a) Artificial Intelligence (AI) has emerged as one of the most transformative technologies of the 21st century. From voice assistants in smartphones to advanced medical diagnosis systems, AI is increasingly shaping the way humans live, work, and interact. Its influence extends across industries, education, healthcare, communication, and even personal decision-making.

One of the most significant impacts of AI is in the workplace. Automation powered by AI has increased efficiency and productivity in sectors such as manufacturing, banking, and customer service. Tasks that once required hours of human effort can now be completed within minutes. However, this progress has also raised concerns about job displacement. While some traditional roles are disappearing, new opportunities in data science, machine learning, and AI ethics are emerging.

In education, AI-driven tools personalize learning experiences. Smart platforms analyse students' strengths and weaknesses and provide customized study materials. This allows learners to progress at their own pace. Similarly, in healthcare, AI assists doctors in diagnosing diseases early by analysing large volumes of medical data with high accuracy. Such advancements improve the quality of life and increase life expectancy.

AI also influences social interactions. Social media algorithms determine what content users see, shaping opinions and preferences. Recommendation systems on streaming platforms guide entertainment choices. While this enhances convenience, it may also limit exposure to diverse viewpoints, creating echo chambers.

Despite its benefits, AI raises ethical concerns. Issues such as data privacy, surveillance, algorithmic bias, and decision-making transparency remain critical challenges. Humans must ensure that AI systems are developed responsibly and used ethically to prevent misuse.

In conclusion, AI is neither entirely beneficial nor harmful. Its impact depends largely on how society chooses to develop and regulate it. When used wisely, AI can empower

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humans, enhance creativity, and solve complex global problems. However, careful planning and ethical consideration are essential to ensure that AI remains a tool that serves humanity rather than controls it.

In the above context, answer the following questions by choosing the correct option :

- (i) Artificial Intelligence is mainly used to :
- (a) Replace all human activities
 - (b) Improve efficiency and automate tasks
 - (c) Stop technological growth
 - (d) Reduce communication
- (ii) In the workplace, AI helps by :
- (a) Decreasing productivity
 - (b) Eliminating all jobs
 - (c) Completing tasks faster and more accurately
 - (d) Increasing manual work
- (iii) One positive impact of AI in education is :
- (a) Removing exams
 - (b) Personalized learning experiences
 - (c) Closing schools
 - (d) Reducing student participation

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- (iv) AI in healthcare is useful because it :
 - (a) Makes doctors unnecessary
 - (b) Increases medical errors
 - (c) Assists in early disease detection
 - (d) Stops medical research

- (v) Social media platforms use AI to :
 - (a) Control Governments
 - (b) Recommend content based on user interests
 - (c) Delete all user data
 - (d) Ban communication

- (vi) An “echo chamber” refers to :
 - (a) A medical device
 - (b) A classroom activity
 - (c) Exposure to only similar opinions
 - (d) A type of robot

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(vii) One major ethical concern about AI is :

- (a) Lack of electricity
- (b) Data privacy and security
- (c) Too much human control
- (d) Slow processing speed

(viii) The overall impact of AI on humans depends on :

- (a) Luck
- (b) Weather conditions
- (c) How responsibly it is developed and used
- (d) The number of robots produced

(1×8=8 marks)

(b) Explain the importance of workplace etiquette in a multicultural environment.

(4 marks)

(c) Write one word for the following :

- (i) The activity of providing goods and services involving financial, commercial, and Industrial aspects.
- (ii) Postponement of a court session until another time or place.
- (iii) To swear/affirm to the truth of a statement/document.
- (iv) A document or some such evidence of a transaction, usually payment of money.

(1×4=4 marks)

6. (a) State whether the following statements are True or False. If false give true statement :

- (i) Communication always requires at least two participants.
- (ii) Non-verbal communication has no role in professional interactions.
- (iii) Listening is an important part of communication.
- (iv) Feedback helps improve communication effectiveness.
- (v) Written communication is always faster than oral communication.
- (vi) Cultural differences may influence communication.
- (vii) Good communication improves workplace relationships.
- (viii) Communication barriers may arise due to language differences.

(1×8=8 marks)

(b) Explain the rules of using articles 'a', 'an', 'the' with examples.

(4 marks)

(c) Explain the features of an Email Account.

(4 marks)

7. (a) A new employee has been asked to write business letters to clients but lacks experience.

Explain the essentials of a good business letter. Also draft a sample business letter (in Semi-Blocked Format) advising a client about a delay in the delivery of goods.

(8 marks)

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(b) Identify and correct the errors in the following sentences :

(i) Each of the employees have submitted their reports late.

(ii) The manager discussed about the issue in detail.

(iii) She did not knew about the meeting schedule.

(iv) Neither of the proposals were accepted by the committee.

(1×4=4 marks)

(c) Due to the increase in remote work, organisations conduct many virtual meetings.

Explain the different types of virtual meetings used in organisations.

(4 marks)

8. (a) Attempt the following as directed :

(i) this report was prepared by the research team yesterday (*Punctuate the sentence*)

(ii) One of the students have submitted the assignment late. (*Correct the sentence*)

(iii) The manager approved the proposal. (*Change into passive voice*)

(iv) She has _____ experience in this field than her colleague. (*less/fewer*)

(v) One who writes books. (*Give one word substitution*)

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(vi) To “hit the nail on the head” means :

- (a) To build something
- (b) To speak exactly correct
- (c) To repair something
- (d) To criticize someone

(vii) The new policy had a positive _____ on employee motivation.

- (a) affect
- (b) effect

(viii) Hardly had the meeting started _____ the electricity failed. (*Complete the sentence correctly*)

(1×8=8 marks)

(b) “Communication is a two-way process.” Do you agree ? Give reasons.

(4 marks)

(c) Distinguish between a Memorandum and an Office Order.

(4 marks)

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