

Seat No. : _____

AE-120

April-2023

Int. MBA, Sem.-II

Communication

Time : 2½ Hours]

[Max. Marks : 70

1. (a) Discuss different parts of an ideal business letter. 10
(b) Describe different formats of an ideal business letter. 4

2. (a) Write a quotation behalf of Madhur Kirana store to Anand Milk Union Ltd. for the inquiry of various dairy products. 7
(b) Explain the guidelines for drafting a quotation letter. Write an acknowledging execution letter on behalf of Saraswati wholesaler book depot to Kitab Kendra book store for their order of books. 7

OR

Write the ideal guideline for adjustment letter. Draft a cancellation letter on behalf of Karnavati furniture to Sajawat home decor for delaying an order of cupboards. 14

3. (a) Write an informal letter to your colleague, offering support or assistance in adapting to new work arrangements, such as working from home. 5

OR

Write an informal letter extending invitations for a company sponsored charity event to your colleagues, encouraging them to attend and contribute to the cause. 5

- (b) Write an E-mail on the following subject-matter: "Discussing project timelines with clients" 5
- (c) Write **two** synonyms of the underlined words : 2
 - (i) The speaker presented a cogent argument that convinced the audience.
 - (ii) It is a paradox that the more you try to control your thoughts, the more they tend to wander.
- (d) Define the following terms : 2
 - (i) Representative
 - (ii) E-marketing

4. (a) Write Brief-notes on the following : 6
- (i) The Articulators
 - (ii) Manner of Articulation
- (b) Provide phonetic transcriptions of the following words : 4
- (i) Hundred
 - (ii) Cinema
 - (iii) Palate
 - (iv) Thank You
- (c) Write the meaning of the following Idioms / Phrases and frame sentences. 4
- (i) Under the weather
 - (ii) Rule of thumb
 - (iii) Keep your chin up
 - (iv) Devil's advocate
5. (a) Answer in Brief : 6
- (i) Why did the King of Lilliput become angry with Gulliver ?
 - (ii) What tricks did Gulliver perform for the spectators ?
 - (iii) Why was Gulliver afraid of the flies in Brobdingnag ?
- (b) Write Brief-Notes : (Any **Two**) 8
- (i) Gulliver's escape from Brobdingnag
 - (ii) The dangers in Brobdingnag that Gulliver was lucky to survive
 - (iii) The ways in which people of Brobdingnag differed from the people in Europe.
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