

Seat No. : _____

LC-107

April-2014

F.Y. M.Sc. (CA & IT) (Sem.-II) (Integrated)

Commercial Communication

Time : 3 Hours]

[Max. Marks : 100

1. Answer the following : **20**

(A) Write a note on Business letters and its types.

OR

Write a note on written communication and essentials of business writing.

(B) Write a letter to Branch Manager of a shop asking for a new connection of internet at your office.

OR

Write a letter to the civil authorities requesting construction of new roads in your area.

2. Attempt the following : **20**

(A) Give guidelines for placing an order. **6**

(B) Your import parcel of shirts from China reveals that they are half sleeves against the order of full sleeves shirts. Write a complaint to the supplier refusing the goods. **7**

(C) Write an adjustment letter for the above complaint. **7**

3. (A) Write an **email** of condolence to a friend who has lost his/her father in a railway accident. **6**

(B) Give Synonyms of : **7**

(i) Bare

(ii) Pseudo

(iii) Perusal

(iv) Fragment

(v) Stupefied

(vi) Lackey

(vii) Steed

- (C) Give Antonyms of : 7
- (i) Confession
 - (ii) Tidy
 - (iii) Ascend
 - (iv) Virtue
 - (v) Spiritual
 - (vi) Rational
 - (vii) Selfish
4. (A) Give meanings of the idioms and use it in a sentence. (any 4) 8
- (i) Weed out
 - (ii) Figure out
 - (iii) To have one's hands full
 - (iv) To turn the tables
 - (v) To call a spade a spade
- (B) Give **one** word substitutes for the following : 6
- (i) One who looks at the dark side of things.
 - (ii) A place where orphans are housed.
 - (iii) One who lives on others.
 - (iv) One who is gifted with several talents.
 - (v) One who does not drink wine.
 - (vi) A place with gambling tables.
- (C) Give meanings of the following confusing words. (any 6) 6
- (i) Glance, Glimpse
 - (ii) Nickname, Pet-name
 - (iii) Vain, Vein
 - (iv) Career, Carrier
 - (v) Bale, Bail
 - (vi) Assent, Accent
 - (vii) Look for, Look into
5. Attempt any **two** : 20
- (A) Summarize the novel "The Ultimate Gift" by Jim Stovall.
 - (B) How did Red Stevens teach the importance of 'dreams' and 'day' to Jason ?
 - (C) Draw the character of Red Stevens and Hamilton.
