

LC-110

April-2014

First Year M.B.A. (Sem.II) (Integrated)

Commercial Communications

Time : 3 Hours]

[Max. Marks : 100

1. What are the essentials of Business Letter ? Explain in detail. **20**

OR

Explain in detail major parts and forms of Business Letter.

2. (a) What are the important points one should keep in mind while writing a complaint letter. **10**
(b) Write a letter of Complaint for supplying you wrong goods. **10**

OR

- (a) What important points should be included in the letter of order ?
(b) Draft a letter placing an order for a Photocopy Machine.

3. (a) Draft an informal letter of greetings to your friend congratulating him for his new job. **5**
(b) Write the synonyms of the following words. **5**
(i) Recall
(ii) Masterpiece
(iii) Testify
(iv) Misfortune
(v) Nostalgic
(c) Write the Antonyms of the following words : **5**
(i) Erantic
(ii) Explicit
(iii) Native
(iv) Confess
(v) Adversity

- (d) Define the following terms with **one** example each. **5**
- (i) Noun and kinds of noun
 - (ii) Adjective
 - (iii) Adverb
 - (iv) Pronoun
 - (v) Preposition

4. (a) Choose suitable **one** word for the following sentences : **5**

- (i) One who loves books

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|-----------------|-------------------|
| (a) Bibliophobe | (b) Bibliographer |
| (c) Bibliophile | (d) Bibliophagist |

- (ii) A person who has just started learning.

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|-------------|----------------|
| (a) Foreman | (b) Accomplice |
| (c) Novice | (d) Apprentice |

- (iii) Property inherited from one's father or ancestors.

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|-------------|-----------------|
| (a) Alimony | (b) Patrimony |
| (c) Legacy | (d) Inheritance |

- (iv) Bring to an end.

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|-----------|------------|
| (a) Hurl | (b) Hustle |
| (c) Final | (d) Finish |

- (v) One who sacrifices his life for a cause.

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|-------------|-------------------|
| (a) Soldier | (b) Revolutionary |
| (c) Martyr | (d) Patriot |

- (b) In each of the following, choose the alternative which best expresses the meaning of the given idiom/phrases. **5**

- (i) To put somebody in his place.

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|-----------------------------|------------------------|
| (a) To turn him out | (b) To honour him |
| (c) To give him due respect | (d) To make him humble |

- (ii) To hold somebody to ransom.
 - (a) To humiliate somebody
 - (b) To keep captive and demand concession
 - (c) To offer bribe
 - (d) To blackmail and extract money

- (iii) By the rule of thumb
 - (a) By the use of force
 - (b) By the use of trickery
 - (c) By cheating and deception
 - (d) By practical experience which is rather rough

- (iv) To break the ice.
 - (a) To start quarreling
 - (b) To end the hostility
 - (c) To start a conversation
 - (d) To end up partnership

- (v) To beat the air.
 - (a) To make frantic efforts
 - (b) To act foolishly
 - (c) To make efforts that are useless or vain
 - (d) To make every possible effort

(c) Write the meaning of the following words with one suitable example.

10

- (i) accept
- (ii) except
- (iii) advice
- (iv) advise
- (v) affect
- (vi) effect
- (vii) beside
- (viii) besides
- (ix) Council
- (x) Counsel

5. (a) Discuss the theme of 'The Ultimate Gift'. **10**
- (b) What are the twelve tasks assigned to Jason by uncle Red Stemens. Explain. **10**

OR

- (a) "A Journey may be long or Short, but it must start at the very spot, one finds oneself." Discuss.
- (b) Potray the character sketch of Jason.
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