

Seat No. : _____

MJ-112

May-2022

Int. MBA, Sem.-II

Commercial Communication

Time : 2 Hours]

[Max. Marks : 50

SECTION – I

Attempt any **THREE** questions out of **FIVE** :

1. (A) Write a note on advantages and disadvantages of business letter. 7
(B) Briefly describe Enquiry Letter and Order Letter. 7

2. (A) Government of Gujarat has floated a tender for the purchase of Branded Air Conditioners. Write a quotation letter mentioning your offer of price and terms & conditions for the same. 5
(B) Imagine that you have bought laptops from Soham Enterprise. But the features and configurations are different from the one you ordered. Write a Complaint letter to the manager of Soham Enterprise informing him to replace the order. 5
(C) Write a brief note on Sales Letter. 4

3. (A) Explain Condolence Letter with an example. 5
(B) Draft an Email informing your Team Members to attend a review meeting. 5
(C) Key differences between formal and informal letter. 4

4. (A) Describe the speech mechanism with a diagram. 7
(B) Give appropriate meaning of below mentioned idioms and write a meaningful sentence : 4
 - (1) Get going
 - (2) Come in handy
 - (3) Walk all over someone
 - (4) Mum's the word
 - (5) A calculated risk
 - (6) Maiden speech
 - (7) On one's knees
 - (8) Bring into question

(C) Give appropriate meaning of below mentioned phrases and write a meaningful sentence :

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|----------------|----------------|
| (1) Going at | (2) Come along |
| (3) Snapped at | (4) Threw up |
| (5) Send in | (6) Hit back |

5. Answer in brief :

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- (1) Character sketch of Kiyosaki.
- (2) What are the six lessons of Rich Dad Poor Dad ?
- (3) What is Rich Dad's number one rule ?
- (4) What is the definition of an asset and a liability ?
- (5) According to the author, life does not teach. What does life do to us according to the author ?
- (6) What does Kiyosaki state is the key to a good foundation ?
- (7) Where does the financial literacy begin with ?

SECTION - II

6. Multiple choice question. (Attempt any **EIGHT**)

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- (1) To promote the product of a company, which type of letter is useful ?

(A) Enquiry Letter	(B) Sales Letter
(C) Order Letter	(D) Adjustment Letter
- (2) Which of the following is an advantage of Written Communication ?

(A) Slower method of communication
(B) Always possibility of ambiguity
(C) No flexibility
(D) Responsibility can be assigned
- (3) Which of the following should NOT be done while drafting an email ?

(A) Simple and short Sentences	(B) Maintain Positive approach
(C) Use of all Capital Letters	(D) Define unfamiliar words
- (4) What is the meaning of the word "Contradict" ?

(A) Contrast	(B) Approve
(C) Oppose	(D) Confirm

- (5) Which of the following is the correct antonym of the word “monotonous”
- (A) Reality (B) Repetition
(C) Tedious (D) Pleasant
- (6) A house or shelter of a gipsy - _____.
- (A) Canvas (B) Caravan
(C) Clump (D) Cannibal
- (7) A poem of lamentation, especially for the dead _____.
- (A) Poetry (B) Elegy
(C) Epic (D) Exile
- (8) /'ju :sləs/ is the phonetic transcription of
- (A) user (B) useless
(C) useful (D) None
- (9) /tʃi:z/ is the phonetic transcription of
- (A) Chief (B) Check
(C) Chase (D) Cheese
- (10) Select the correct phonetic transcription : **Country**
- (A) /'kantri/ (B) /'Cʌntri :/
(C) /'kʌnti/ (D) /'kʌntri/
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