



Seat No. : \_\_\_\_\_

## **XW-101**

**Five Year M.B.A. Integrated (K.S.)**

**F.Y. M.B.A. (Sem. II)**

**April -2013**

### **Commercial Communications**

**Time : 3 Hours]**

**[Max. Marks : 100**

1. (a) Write a letter to head of your institution asking for permission to conduct an event in the institute's premises. **10**
- (b) Answer any **two** : **10**
  - (1) Explain the types of business letters.
  - (2) Discuss the essentials of business writing.
  - (3) Explain all the main stages of business writing.
  
2. (a) Write a complaint to the supplier for wrong goods supplied. **5**
- (b) Write a reply to the above received complaint. **5**
- (c) Write an enquiry to manufacturer about microwave oven. **5**
- (d) Give guidelines for placing an order. **5**
  
3. (a) Write an e-mail to your friend praising him/her for the achievements. **5**
- (b) Give synonyms of : **5**
  - (1) bare
  - (2) blend
  - (3) emerge
  - (4) mob
  - (5) perturb
- (c) Give Antonyms of : **5**
  - (1) wild
  - (2) ability
  - (3) precede
  - (4) attract
  - (5) curse
- (d) Do as directed : **5**
  - (1) Hurrah ! we won the match. (Identify the underlined word.)
  - (2) Mumbai is \_\_\_\_\_ very dear place to live in. (Insert suitable Article)
  - (3) I am fond \_\_\_\_\_ music. (Insert preposition)
  - (4) I will have loved. (Identify tense)
  - (5) The rose smells sweet. (Identify verb)

4. (a) Give meanings of following confusing words : 6
- (1) anxious, eager
  - (2) beside, besides
  - (3) among, between
  - (4) accept, except
  - (5) assure, ensure
  - (6) glance, glimpse
- (b) Give meanings of following idioms and make sentences using them : 7
- (1) A give and take policy
  - (2) To rise to the occasion
  - (3) To steal a march
  - (4) At the eleventh hour
  - (5) Creature comforts
  - (6) Speak for
  - (7) Press for
- (c) Give one word substitutes : 7
- (1) One who does not believe in God
  - (2) Love for mankind
  - (3) One who sells sweets and pastries
  - (4) One who pretends to be what he is not
  - (5) The house of an Eskimo
  - (6) A place where money is coined
  - (7) One who is new to a profession
5. Answer the following in detail (any **four**) : 20
- (1) Explain the character of Hamilton and Red Stevens in “The Ultimate Gift”.
  - (2) Justify the end of the novel “The Ultimate Gift”.
  - (3) How did Red Stevens explain the importance of friends to Jason ?
  - (4) Summarize the chapter of “The Gift of Gratitude”.
  - (5) Describe the learnings for you from the novel “The Ultimate Gift”.
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