

Seat No. : _____

AC-162

April-2019

1st Year Integrated M.Sc. (CA & IT), Sem.-II

Commercial Communication

Time : 2:30 Hours]

[Max. Marks : 70

1. (A) What are the basic ingredients for writing effective Business letters ? Discuss the principles of Business correspondence. 7
(B) Write brief note : (any **one**)
 - (1) Types of Business Messages. 7
 - (2) Covering Letters for Job Application.

2. (A) Draft a letter making an enquiry from the manufacturer about the steel furniture for college purpose. 5
(B) State the guidelines for responding to an order. 4
(C) The clock you purchased for your building's clock tower got out of order in its guarantee period. Complain and explain why replacement would be best. 5

3. (A) Write a letter consoling your friend on the sudden death of his/her sister in a car accident. 4
(B) Write a mail to your cousin congratulating her on winning the German scholarship. 5
(C) Write a greeting letter to all the participants of Youth abstract painting competition for supporting your charity organization. 5

4. (A) Give Phonetic transcription of the following words : 3
 - (1) Cheese
 - (2) Field
 - (3) Receive
 - (4) City
 - (5) Bit
 - (6) Straight

- (B) Write sentences (One for each) to show the difference in meaning between the pairs of words : 3
- (1) Access / Excess
 - (2) Industrial / Industrious
 - (3) Alternate / Alternative
- (C) Construct meaningful sentences using the following idioms/phrases expressions : 3
- (1) To get into hot water
 - (2) Fan the flame
 - (3) Brought up
- (D) Give one-word substitutes for the following expressions : 5
- (1) A school for infants and young children. – _____
 - (2) A small shop that sells fashionable clothes, cosmetics etc. – _____
 - (3) A test in which cells from diseased organs are removed and tested. – _____
 - (4) Amount of money demanded by kidnappers – _____
 - (5) Act of deceiving somebody in order to make money – _____
5. Give appropriate answer to the following questions : (Any **seven**) 14
- (1) How much money did Gatsby loan the young man and with what conditions attached ?
 - (2) How did the postmaster find life in the village ? What did he do to pass time and keep himself occupied ?
 - (3) How much land did Pakhom buy in his first deal and from whom ?
 - (4) What was Baldeo's nightly duty ? What had he taken up this job ?
 - (5) Briefly describe the struggle between the tiger and Baldeo.
 - (6) Why do you think the postmaster decided to teach Ratan ? What did he teach her ?
 - (7) Do you think the narrator of the *Girls* shared a happy relationship with her sister ? Give reasons.
 - (8) What was the accepted rule for providing umpires by which the terms had been guided ?
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