

Seat No. : _____

AK-115

April-2023

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

Commercial Communication

Time : 2:30 Hours]

[Max. Marks : 70

1. (a) Explain at length, the key elements or components that should be included in a business letter to ensure its effectiveness and professionalism. **8**
(b) Write Brief-Notes : (Any **Two**) **6**
 - (i) Importance of written communication
 - (ii) Parts of Business letters
 - (iii) Forms of Business letters
2. Draft the following business-letters : (Any **Two**) **14**
 - (i) "Quotation for Office Furniture Supply: Request for Pricing and availability addressed to EcoSolutions, Inc."
 - (ii) "Order Cancellation Request : Order #7890 for Customized Software Development Services from TechGlobe Innovations."
 - (iii) "Complaint and Adjustment Request : Defective Product and Billing Discrepancy for Order #4567 from NovaGen Corp."
3. (a) Draft the following informal letter : **5**
"Thanking your colleague for her constructive feedback on the marketing strategy proposal"
(b) Draft the following E-mail : **5**
"Expressing gratitude to your team members for their valuable inputs and contributions in successfully completing the quarterly sales report."
(c) Write **two** synonyms of the following words : **2**
 - (i) Abundant
 - (ii) Congested
(d) Write **two** antonyms of the following words : **2**
 - (i) Despise
 - (ii) Diverse

4. (a) Provide phonetic transcriptions of the following words : 8
- (i) Which
 - (ii) Intend
 - (iii) Thumb
 - (iv) Plough
 - (v) Enjoy
 - (vi) Cough
 - (vii) Crane
 - (viii) Goat
- (b) Provide one-word substitutions : 6
- (i) One who retires from society to live a solitary life.
 - (ii) One who knows many languages.
 - (iii) One who compiles a dictionary.
 - (iv) One who always looks at the bright side.
 - (v) The study of birds.
 - (vi) The house of an Arab.
5. (a) “Rich Dad Poor Dad” challenges traditional notions of wealth and provides an alternative perspective on achieving financial success. Discuss the main lessons and principles presented in the book, and how they can be applied in today's economic landscape. 7

OR

- (a) Discuss the importance of taking action, setting clear financial goals, and creating a plan to achieve them, as emphasized in “Rich Dad Poor Dad.” 7
- (b) “Rich Dad Poor Dad” emphasizes the value of financial discipline and making smart financial decisions. Analyze the strategies presented in the book for managing money wisely, and how they can be applied in real-life financial situations. 7
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