

Int. M.Sc. (DS) (NEP) Sem.-3 Examination

AEC-235

Commercial Communication

November-2025

Time : 1-00 Hour]

[Max. Marks : 25

Instructions: All questions are compulsory. Use of non-programmable scientific calculator is allowed.

- Q.1** (10)
- (a) Write an "enquiry letter" for purchase of 10 laptops for your office. (07)
- (b) State any three main principles of effective listening. (03)
- OR**
- (a) Write an "order letter" for the purchase of four school buses. (07)
- (b) What are the core elements of a short story? (03)
- Q.2** (10)
- (a) Write a "complaint letter" for toy-train purchased from a reputed store. (07)
- (b) What are the barriers to Effective Listening? (03)
- OR**
- (a) Write a "quotation letter" giving charges for a 3-day conference at your resort. (07)
- (b) Give steps on how to learn to speak with ease and express your-self clearly. (03)
- Q.3** Attempt any **FIVE** out of **SIX**: (Each carries **ONE** mark) (05)
- Specify whether the following sentence is a **SIMILE** or a **METAPHOR** or a **HYPERBOLE**.
- (1) He is a night owl.
- (2) You have eyes like a hawk.
- (3) That bag weighs a ton.
- (4) He runs as fast as lightning.
- (5) Your bedroom is a dump.
- (6) I have a million things to do today.
