

AG-158

April-2015

F.Y. M.B.A. Integrated Commercial Communication

Time : 3 Hours]

[Max. Marks : 100

1. “A business letter if written following a certain structure and format ensures effective communication. “Discuss the structure to be followed in detail. **20**

OR

Describe in detail the various kinds of business letters used for correspondence in a business organisation.

2. (a) Hitesh Paints Ltd. had placed an order with Asian Paints Ltd. for Paint buckets in a particular shade of white. On opening the consignment they found that it contained buckets of the shade blue. Write a Complaint Letter to Asian Paints Ltd. asking for full replacement. **10**
- (b) Write an adjustment letter on behalf of Asian Paints Ltd. to Hitesh Paints Ltd. giving full replacement of wrong goods being delivered and compensation in form of a packet of free paint brushes alongside. **10**
3. (a) Give meanings to following idioms and use them in your own sentence : **6**
- (1) primer’s devil
(2) Dutch courage
(3) white lie
- (b) Give meanings to any three pairs of confusing words : **6**
- (1) adapt, adept
(2) addition, edition
(3) hail, hale
(4) cast, caste
- (c) Give one word substitute for the followings : **5**
- (1) A person who does not believe in God
(2) A person who runs away to escape the law
(3) One who excels in many fields
(4) A woman who is not married
(5) Inability to sleep

- (d) Use following phrases in appropriate sentences : (Any **three**) **3**
- (1) Free from
 - (2) Insist on
 - (3) Jump to
 - (4) Look after
4. (a) Write following words in script writing : **5**
Spare, amount, tweet, eye, colour
- (b) Rewrite the following words into phonetic writing : (Any **five**) **10**
Cart, tongue, third, search, shape, pleasure, hope
- (c) Explain any **two** terms : **5**
- (1) Synonym
 - (2) Homophones
 - (3) S. Eponyms
5. Answer following questions in detail : (Any **two**) **20**
- (1) Justify the title 'The Ultimate gift.'
 - (2) Agony of Jason in the story 'The Ultimate Gift.'
 - (3) Elaborate the pen-picture of Red Stevens in your own words
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