

Seat No. : _____

AI-109

April-2015

F.Y. M.Sc., (CA & IT), (Integrated)

Commercial Communication

Time : 3 Hours]

[Max. Marks : 100

Instruction : Be Neat & Legible.

1. Attempt any **two** : **20**
 - (1) Essentials of a good business letter.
 - (2) Types of business letter.
 - (3) Outline the tips for writing Business Letters with clarity and list the tips for paragraph design.

2. Draft any **two** letters from the following : **20**
 - (1) Modify an order placed with Roderick's Metal works for nuts and bolts, saying that they should be of brass and not of aluminium, as stated earlier.
 - (2) Respond to an enquiry from an Industrial House for a maintenance contract for its twenty water coolers.
 - (3) Your cell phone post-paid bill shows over billing. Complain, showing evidence and seek a temporary as well as permanent solution for the same.

3. Do as directed : **5**
 - (a) Give Antonyms for the following words (any **ten**) :
 - (1) friend
 - (2) arid
 - (3) ascend
 - (4) stale
 - (5) precede
 - (6) approve
 - (7) confession
 - (8) curse
 - (9) ancient
 - (10) rise
 - (11) attract
 - (12) rural.

- (b) Give Synonyms for the following words and use them in meaningful sentences : (any **five**) **5**
- (1) Coy
 - (2) eternal
 - (3) summon
 - (4) blend
 - (5) frail
 - (6) rage

- (c) Decide which parts of speech are the following underlined words : (any **ten**) **10**
- (1) You have to believe in yourself if you ever expect to be successful at something.
 - (2) We left for the mountain just before six in the morning.
 - (3) We first went to the store to buy a few things.
 - (4) We had to breakfast at a cafe near the railway station.
 - (5) My friend wasn't strong enough to lift his heavy rucksack.
 - (6) I helped him carry it.
 - (7) The weather was very cold.
 - (8) We didn't spend the night there.
 - (9) We got back home late at night but we didn't go to sleep immediately as we were hungry.
 - (10) My friend said, "oh! What a cold weather."
 - (11) The cat jumped upon the maid.

4. Do as instructed :

- (a) Give **one** word substitution for the following words : (any **six**) **6**
- (1) A professional rider in horse races.
 - (2) One who is gifted with several talents.
 - (3) A place where money is coined.
 - (4) The house of Eskimo.
 - (5) One who is present everywhere.
 - (6) One who is indifferent to pain and pleasure.
 - (7) A number of stars grouped together.
- (b) Give meaning of the following commonly used idioms : (any **four**) **4**
- (1) Bad Blood
 - (2) The ins and outs
 - (3) Null and void
 - (4) An eyewash
 - (5) To burn one's fingers.

- (c) Give meaning of the following phrases : (any **four**) **4**
- (1) Carry on
 - (2) Branch out
 - (3) Average up
 - (4) Scale down
 - (5) Mock up
- (d) Give meaning of the following confusing words : (any **six** pair) **6**
- (1) Adapt, Adopt
 - (2) Sight, Site
 - (3) Dependant, Dependent
 - (4) Later, Latter
 - (5) Personal, Personnel
 - (6) Compliment, Complement
5. Answer any **two** questions in detail : **20**
- (1) Ultimate Gift entertain, teach and touch the readers as we read about Jason's journey to receive his inheritance, "The Ultimate Gift". Explain.
 - (2) What role did faith play in the story of, "The Ultimate Gift" ? Who showed the most faith ? Does Jason's appreciation for faith and prayer change over the course of the book ?
 - (3) The Author of the book "The Ultimate Gift" considers "trouble" or "hardship" a lesson. What did Jason learn from his troubles ? Do you agree that experiencing troubles can bring valuable lesson ?
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