

Seat No. : _____

AE-136

April-2016

**F.Y. MBA Integrated
Commercial Communication**

Time : 3 Hours]

[Max. Marks : 100

1. (A) What elements constitute the structure of a business letter ? Discuss briefly each one of them. **10**
- (B) Discuss the five main stages of writing business messages and also state the importance of business letters. **10**

2. Write the following letters : (**5** marks each) **20**
 - (A) Ms. Ramila Maan has installed Kent RO purifier. Just after a month she started having taste change of the water. Write a complaint letter to the Manager, Kent India and ask them to fix the problem.
 - (B) You are a medical shop stockiest. Cadila has introduced new medicines. write a letter to the wholesaler asking quotation of the newly introduced medicines.
 - (C) Write a ordering letter to the wholesaler of medicine stockiest from the quotation received.
 - (D) Mr. Ahmed is an automobile engineer and a bike modifier. A Jamson retail outlet chain wish to buy 5 bikes. Write enquiry letter to the retail chain about specification of the two wheeler needed.

3. (A) Write a letter to your friend and congratulate his/her for going abroad for further study. **5**
- (B) Give synonyms of the following words : (any **five**) **5**
 - (1) Mean
 - (2) Positive
 - (3) Real
 - (4) Gracious
 - (5) Lovely
 - (6) Cold
- (C) Give antonyms of the following words : (any **five**) **5**
 - (1) Mortal
 - (2) Employment
 - (3) Sympathy
 - (4) Corruption
 - (5) Blunt
 - (6) Loyal

- (D) Fill in the blanks with appropriate answer given in the bracket : **5**
- (1) The children in that neighbourhood often ride _____ bikes through the park. (his, their, her)
 - (2) There are apple trees _____ the house. (in, on, behind)
 - (3) Read over your answers _____ correct all mistakes before you pass them up. (because, and, while)
 - (4) _____ I am ready for the test. (ready, great, hurray)
 - (5) A holiday by the sea is _____ than a holiday in the mountains. (worst, good, better)

4. Do as directed : **20**

(A) Translate the following words in phonetics : (any **five**) **5**

- | | |
|------------|-------------|
| (1) School | (2) English |
| (3) Higher | (4) Could |
| (5) These | (6) Buses |

(B) Give meaning of the following words : (any **five**) **5**

- | | |
|---------------|--------------|
| (1) Artisan | (2) Amount |
| Artist | Number |
| (3) Testimony | (4) Childish |
| Evidence | Childlike |
| (5) Donate | (6) Brake |
| Spend | Break |

(C) Give **one** word for substitute : (any **five**) **5**

- (1) Found all over the world
- (2) Done in a friendly way
- (3) A short story with birds and animals as characters
- (4) One who is willing to help on his own
- (5) One who is not hopeful
- (6) Person's own life story

(D) Give meaning and make sentences of the following idioms and phrasal verbs : **5**

- | | |
|------------------------|-----------------------|
| (1) Not rocket science | (2) Spilled the beans |
| (3) Step up your game | (4) Join in |
| (5) Save up | |

5. Explain following : (any **two**) **20**

- (1) Write a note on the perception of Jim Stovall in the beginning of the ultimate gift.
- (2) Summarize the novel the ultimate gift in brief.
- (3) Draw a character sketch of Jason Stevens.