

Seat No. : \_\_\_\_\_

**AJ-125**

**April-2016**

**M.Sc., Sem.-II**

**Commercial Communication**

**Time : 3 Hours]**

**[Max. Marks : 100**

1. Write short notes on any **four** of the following : **20**
- (1) 'Read your reader', explain in detail.
  - (2) Explain in detail Drafting and Proofreading of business writing.
  - (3) Explain in detail 'The Indented Form' with an example.
  - (4) Importance of 'Letterheads' in the business organizations.
  - (5) Explain in detail any five parts of a business letter.
2. (a) What do you mean by Enquiry and Reply letters ? Make a list of important points one should remember while writing these letters. **10**
- (b) You have received an order for 300 boxes of colored magic crayons in special presentation packing for no additional charge. Write to the customer saying that you have dispatched the articles as required, tactfully suggesting that he should not, in future, ask for such concessions unless his order exceeds 5,000 boxes. **10**

**OR**

Some steel cupboards and filing cabinets which you had ordered for your office have been delivered to your office in a damaged condition. You have reason to believe that they were carelessly handled while being transferred from the trucks to your office rooms. Write asking the supplier to get the goods repaired immediately and claiming compensation.

3. (a) Answer the following questions : **15**
- (1) Give antonyms of the following words :
- (1) Catastrophe
  - (2) Formidable
  - (3) Endure
  - (4) Taciturn
  - (5) Veracity

(2) Match appropriate words from the bracket.  
(Aerial, Biscuit, Curtains, Pitcher, Traffic Circle)

- (1) Jug
- (2) Roundabout
- (3) Cookie
- (4) Antenna
- (5) Drapes

(3) Fill in the blanks. (Select appropriate answer)

- (1) A \_\_\_\_\_ is a word used to join words or sentences.  
(Noun, Verb, Conjunction)
- (2) An Adjective is a word used to \_\_\_\_\_ something to the meaning of a noun. (omit, join, add)
- (3) This Flower is very beautiful. Underlined word is called \_\_\_\_\_.  
(Adverb, Verb, Preposition)
- (4) An Interjection is a word which expresses some \_\_\_\_\_ feelings.  
(random, normal, sudden)
- (5) The Sun shines bright. Word \_\_\_\_\_ stands as a Verb.  
(bright, shines, the)

(b) One of your old customers has been elected President of his professional association. Write a letter of congratulation. **5**

4. (a) Complete the sentences using a verb + **in, into, on, off** or **down**. **5**

- (1) I'm trying to \_\_\_\_\_ on coffee. I drink far too much of it. (cut)
- (2) We \_\_\_\_\_ very early to avoid the traffic. (set)
- (3) I haven't listened to this DVD yet. Shall I \_\_\_\_\_ it \_\_\_\_\_ ? (put)
- (4) Thieves \_\_\_\_\_ the house while we were away. (break)
- (5) I've got a new flat. I'm \_\_\_\_\_ on Friday. (move)

(b) Give meanings of the following confusing words : (any **five**) **5**

- (1) Soul, Sole
- (2) Lose, Loose
- (3) Gate, Gait
- (4) Right, Rite
- (5) Capital, Capitol
- (6) Born, Borne
- (7) Cattle, Kettle

- (c) Attempt any **two** : **10**
- (1) Explain in detail the position of vocal cords held loosely together.
  - (2) What do you mean by Vowel and Consonant sounds ?
  - (3) Draw the figure of 'The Organs of Speech' indicating each organ.

5. Answer the following questions in brief : **20**

- (1) What was the amazing thing that happened with the protagonist of the story *The World-Renowned Nose* once he reached 24 years of age ?
  - (2) What lesson does the original fable *The Ant and the Grasshopper* give to us and what is the difference between the old one and the one given by author ?
  - (3) Why did the prisoner not escape from the prison ? What complaints did he lodge ?
  - (4) Write a brief note on the character of Hughie Erskine.
  - (5) What is the beggar's true identity in the story *The Model Millionaire* ?
  - (6) Why did the astrologer run from his village ?
  - (7) What happened when Richard Wright went to the grocery store by himself for the first time ?
  - (8) How did the sniper look like ?
  - (9) In your opinion, what would have been the appropriate ending of the story *The Lady, or the Tiger* ?
  - (10) What is the condition of George Ramsay as an emotional elder brother in the story *The Ant and the Grasshopper* ?
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