



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

**XX-126**

**Five Years M. Sc. (CA & IT) Integrated (K.S.)**

**April-2013**

**F.Y. M.Sc. (Sem.-II)**

**Commercial Communication**

**Time : 3 Hours]**

**[Max. Marks : 100**

1. Answer in detail (any **four**) : **20**
  - (1) Explain all the main stages of business writing.
  - (2) Discuss the types of enquiry letters and list down the guidelines for drafting a letter of enquiry.
  - (3) Discuss the essentials of a business letter.
  - (4) Explain the types of business letters.
  - (5) Explain positive, negative and neutral types of written communication with examples.
  
2.
  - (a) Write an enquiry to electronic store for TV sets. **5**
  - (b) Write a quotation for the above enquiry. **5**
  - (c) Place an order of 2 TV sets based on the quotation received. **5**
  - (d) Give response to the order placed for 2 TV sets. **5**
  
3.
  - (a) Write an email to your manager complaining about shortage of resources. **5**
  - (b) Give Synonyms of **5**
    - (1) rage
    - (2) frenzy
    - (3) sycophant
    - (4) review
    - (5) anguish

- (c) Give Antonyms of 5
- (1) private
  - (2) daunted
  - (3) inward
  - (4) consume
  - (5) chaos
- (d) Do as directed : 5
- (1) Haridwar is a holy city. (Identify the underlined word.)
  - (2) It has been raining all night. (Identify tense.)
  - (3) French is \_\_\_\_\_ easy language. (Fill in the blank with suitable Article)
  - (4) Birds fly. (Identify the verb)
  - (5) The book is lying \_\_\_\_\_ the table. (Use conjunction-on/upon/above)
4. (a) Give meanings of the following confusing words : 6
- (1) altogether, all together
  - (2) nickname, petname, pseudonym
  - (3) sight, site, cite
  - (4) principal, principle
  - (5) abate, abet
  - (6) house, home
- (b) Give one word substitutes : 7
- (1) One who does not drink wine.
  - (2) A professional rider in horse races.
  - (3) One who walks on foot.
  - (4) One who loves mankind.
  - (5) One who does not believe in God.
  - (6) One who carves in stones.
  - (7) A building for lodging of soldiers.

(c) Give meanings of the idioms and use them in sentences :

7

- (1) The ins and outs
- (2) Lion's share
- (3) An eyewash
- (4) Crop up
- (5) Shape up
- (6) Let down
- (7) To turn the tables

5. Attempt any **four** :

20

- (1) Justify the end of the novel "The Ultimate Gift".
  - (2) Describe the character of "Jason" in 'The Ultimate Gift'.
  - (3) Summarize the learning of 'The Gift of Money'.
  - (4) How did Red Stevens explain the importance of work to Jason ?
  - (5) Draw the character of Hamilton and Margaret Hastings.
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