

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

**AB-161**

**April-2019**

**F.Y. M.B.A. Integrated, Sem.-II**

**Commercial Communication**

**Time : 2:30 Hours]**

**[Max. Marks : 70**

1. (A) What is the basic purpose of Business Letter writing ? Define your answer with the principles of effective Business correspondence. 7  
(B) Write brief Note : (Any **One**) 7
  - (1) Persuasive Letters
  - (2) Common Components of Business Letters.
2. (A) You are Prashant Verma, a brilliant student who has completed his class 10<sup>th</sup> from a small town in Himachal Pradesh, which is devoid of basic facilities. Your friend has shown you an advertisement about a coaching center for IIT-JEE. Write a letter to the director of XYZ coaching center asking for more details about the respective course. 5  
(B) Write a letter to the concerned firm asking them to cancel your order due to excess delay. 4  
(C) Write a complaint letter regarding the quality of goods received, not being up to the mark as promised by the supplier. 5
3. (A) Write an e-mail congratulating your cousin who won the “2019 Young Scientist Invention”. 7  
(B) Draft a letter from “Spanish Pickle Ball Association” about participants’ successful registration for the Spanish open Pickle Ball championship. 7
4. Answer the following questions : 14
  - (1) Who is the author of the novel, ‘The Ultimate Gift’ ?
  - (2) What is the central problem of the novel, ‘The Ultimate Gift’ ?
  - (3) How is the central problem resolved by Jason ?
  - (4) Which of the eleven gifts looked least like a gift to you ? Why did ‘Red’ see them as gifts instead of hardships ?
  - (5) How does Jason change as a result of the 11 gifts ?
  - (6) Enlist the 11 ultimate gifts.
  - (7) Write the character sketch of Jason Stevens in ‘The Ultimate Gift’.

5. (A) Give Phonetic transcription of the following words. 3
- (1) Cream
  - (2) Even
  - (3) Machine
  - (4) Private
  - (5) Minute
  - (6) Begin
- (B) Write sentences (One for each) to show the difference in meaning between the pairs of words : 3
- (1) Access / Excess
  - (2) Industrial / Industrious
  - (3) Alternate / Alternative
- (C) Construct meaningful sentences using the following idioms/phrases expressions. 3
- (1) Bear away
  - (2) To leave no stones unturned
  - (3) Call upon
- (D) Give one-word substitutes for the following expressions : 5
- (1) A short journey made by a group of persons together
  - (2) A thrown object or a weapon capable of returning to thrower
  - (3) An act of mercy killing
  - (4) A proficient public speaker
  - (5) A professional soldier hired to serve in a foreign army
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