

Roll No.....

Time allowed : 3 hours

Maximum marks : 100

Total number of questions : 6

Total number of printed pages : 5

**NOTE** : Answer all questions.

### PART—A

1. (a) Write an essay of about 300 words on **any one** of the following :

- (i) Information revolution and changing economies
- (ii) Profession of Company Secretaryship
- (iii) Land acquisition – The Singur lessons
- (iv) Swings in sensex.

(10 marks)

- (b) Make a *précis* of the following passage in about **one-third** of its length and suggest a suitable title (*Use précis-sheet given at the end of the answer book*) :

Liberalisation in India, which began almost a decade ago, has been proceeding at a frantic pace. The implications for corporations in India are significant. This is true of all vertical industry segments across the board such as banking, financial services, airlines, transportation, telecom and manufacturing. One of the most far-reaching implications in this liberalised and hence globalised regimes is the increasing widespread use of state-of-the-art information technology solutions. This is done to gain strategic and competitive advantage *vis-a-vis* the past. It is worthwhile to examine in some detail the position of enterprises manufacturing systems for the manufacturing industry.

Up until recently, manufacturers in India have been a relatively sheltered lot, what with the 'licence raj' regime in the home market on the one hand and lack of global as well as multinational competition on the other. In the current context, however this protection is being withdrawn in intermittent doses by the Union Government. Alarming though this may sound, this is both a problem and an opportunity for Indian manufacturers with an eye towards growth via the international marketplace. The problem is that suddenly they have to compete against the best in the world, albeit in the local market. The opportunity is that if they successfully do so, nothing can really stop them from repeating this success across the globe. It is apart that to achieve world-class status, use of latest information technology will be a pre-requisite. After all, having world-class manufacturing processes, world-class design processes and large local and export market at the same time is of no avail if the organisation cannot produce the right product at the right time and at the right cost. This would also enable them to market their products world-wide using the latest information technology solutions. Liberalisation then will cease to be a dreaded word.

(304 words)

(8+2 marks)

2. (a) Attempt the following as directed against each :

- (i) I met the accountant on only one occasion. (*Omit unnecessary words.*)
- (ii) My shirt is similar with your shirt. (*Correct the preposition.*)
- (iii) The milk is not fit for drink. (*Correct the verb.*)
- (iv) The restaurant served excellent food; it was only two years old. (*Keep related words together through proper punctuation.*)
- (v) The contract expires in a few years. (*Use strong adjective.*)
- (vi) Your order cannot be shipped until Friday. (*Change into affirmative sentence.*)
- (vii) The Birla House was built in the late 1940s by the Birla Family. (*Change into active voice.*)
- (viii) Bangaluru is the most polluted city in India. (*Change the degree of comparison.*)
- (ix) "Call the witness", said the magistrate. (*Change into indirect speech.*)
- (x) What other sports do you play \_\_\_\_\_ hockey ? (*Fill in the blank choosing a correct word — beside/besides.*)

(1 mark each)

(b) Choose the most appropriate answer from the given options in respect of the following :

- (i) The word 'errata' means —
  - (a) In harmony
  - (b) List of errors
  - (c) Last resort
  - (d) Infinity.
- (ii) 'One who does not believe in the existence of God' is called —
  - (a) Atheist
  - (b) Agnostic
  - (c) Philanthropist
  - (d) Malinger.
- (iii) The abbreviation 'e.g.' means —
  - (a) That is
  - (b) Namely
  - (c) For example
  - (d) Nevertheless.
- (iv) The abbreviation 'E&OE' refers to —
  - (a) Errors and omission excusable
  - (b) Errors and omissions eliminated
  - (c) Errors and omission eligible
  - (d) Errors and omissions excepted.

- (v) The semi-colon (;) is used to —
- (a) Introduce material that explains
  - (b) Construct words to clarify meanings
  - (c) Separate subordinate clauses
  - (d) Separate two or more independent clauses.

(1 mark each)

3. (a) Make sentences of your own using the following words/phrases/idioms to bring out their meanings :
- (i) First-come, first-served
  - (ii) From rags to riches
  - (iii) Look forward to
  - (iv) *In toto*
  - (v) Face value.

(1 mark each)

- (b) Words have different meanings in different contexts/situations. Make sentences of your own using **any five** of the following words to bring out their two different meanings :
- (i) Table
  - (ii) Chair
  - (iii) Edge
  - (iv) Glass
  - (v) Ice
  - (vi) Jack
  - (vii) Master.

(2 marks each)

### PART—B

4. (a) State, with reasons in brief, whether the following statements are correct or incorrect. Attempt **any five** :
- (i) In communication, it pays to increase your word-power.
  - (ii) Communication should not only be made, but it should appear to have been made.
  - (iii) Non-verbal communication is not universal.
  - (iv) Silence is also speech.
  - (v) You cannot simultaneously use both verbal and non-verbal communication forms.

- (vi) Flowers have a language for all occasions.
- (vii) Grapevine always provides correct information.

(2 marks each)

- (b) On transfer from Bangaluru to Delhi, a customer has applied for cancellation of his landline telephone. As the Customer Relations Manager of Insta-Tel Co. Ltd., write a reply (in block format only) to the customer at his Delhi address enclosing a demand draft for Rs.151 towards full and final settlement.

(10 marks)

**OR**

- (b) Answer the following questions :

- (i) There is no universal agreement as to whether the day should come first or the month (9/11/2008 can be read as 9<sup>th</sup> day of November, 2008 and also 11<sup>th</sup> day of September, 2008). How will you write the date to avoid uncertainty ?
- (ii) Why is PIN Code used ?
- (iii) In a formal business letter, what would be the complimentary close ?
- (iv) In an informal business letter, what would be the complimentary close ?
- (v) In the signature block, normally Mr./Ms./Mrs. is not written before the name of sender, but sometimes it becomes necessary. When ?
- (vi) You are using the company name in the first line of the 'inside address', and you want to direct the letter to a particular person within the company. What would you do ?
- (vii) What is the importance of 'subject line' ?
- (viii) What is the full form of 'CC' written after signature block ?
- (ix) What information does a letterhead generally carry ?
- (x) Is use of 'respected sir' as salutation in a business letter grammatically acceptable ?

(1 mark each)

5. Attempt **any three** of the following :

- (i) Draft a memorandum informing employees of your company that, henceforth, all employees are entitled to make personal use of photocopiers on payment basis.
- (ii) Reliance Petrochemicals Ltd. is planning to issue new debenture certificates on cancellation of the existing debenture certificates. Draft a suitable public notice for this purpose.
- (iii) Draft the body of a letter to be written to the insurance company asking it to provide details of an 'Against All Risks', (AAR) Cover.
- (iv) Draft the body of an interview letter to Karan who has applied for the post of Human Resource Executive in your company.

(5 marks each)

6. Attempt **any three** of the following :

- (i) Airport Authority of India (AAI) is contemplating to invite tenders for 'provision of taxi-way lighting system at Jhil-Mil Airport, Dehradun.' The estimated cost of taxi-way lighting system is Rs.18.90 lakh and period of its completion is three months. The last date for receipt of tenders is 1<sup>st</sup> January, 2009. Other details are available on AAI website [www.aai.aero](http://www.aai.aero) and [www.airports.org.in](http://www.airports.org.in). Prepare a tender notice in a tabular form for publication in leading national dailies of India.
- (ii) You are the Public Relations Officer (PRO) of Larsen & Toubro Ltd. (L&T). Based on the information given below, draft a press release on the firm's recent performance and achievements :

The company has proposed to issue 1:1 bonus shares. The company's order book stood at Rs.52,683 crore in 2007-08. The Government of India has issued a commemorative postal stamp in honour of L&T's founder Holck-Larsen in the birth centenary year. In 2007-08, company's 'return on capital employed' (ROCE) stood at 20.6%. The company was adjudged India's best managed company and the 'best of the best' across all sectors.
- (iii) Draft an office order appointing an enquiry officer to conduct proceedings against allegations of misappropriation of cash by Rakshit, an Accounts Assistant.
- (iv) Saurabh, an investor, has filed a complaint that he has not yet received the dividend. Draft the body of the reply.

(5 marks each)

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