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| **Roll No––––––** |  |
| **Time allowed : 3 hours** | **Maximum marks : 100** |
| **Total number of questions : 7** | **Total number of printed pages : 3** |

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| **NOTE : Answer all questions.** |
| **Marks** |

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| 1. | (a) | Choose the correct one word substitute for any two of the following : | | 2 |  |
|  |  | (i) | Market situation in which a few producers dominate the market. (Monopoly/Oligopoly) |  | (0) |
|  |  | (ii) | Reduction in the exchange value of your currency vis–a–vis euro. (Devaluation/Revaluation) |  | (0) |
|  |  | (iii) | Exporting goods to another country at prices below cost. (Pumping/Dumping) |  | (0) |
|  |  | (iv) | Smithkline of America and Beecham of England agreed to unite to form a new company — Smithkline & Beecham Co. (Merger/Acquisition) |  | (0) |
|  | (b) | Make meaningful sentences using any two of the following idioms/phrases : | | 2 |  |
|  |  | (i) | To put the cart before the horse |  | (0) |
|  |  | (ii) | To go to dogs |  | (0) |
|  |  | (iii) | Good offices |  | (0) |
|  |  | (iv) | In toto |  | (0) |
|  | (c) | Rewrite any two of the following sentences correctly: | | 2 |  |
|  |  | (i) | The opposition party, being not satisfied with the reply of the minister, walked over. |  | (0) |
|  |  | (ii) | Cant you come today ? |  | (0) |
|  |  | (iii) | Six hours before his death, Pope John mumbled his final words; Let me go to the house of the Father. |  | (0) |
|  |  | (iv) | To err is human to forgive, divine. |  | (0) |
|  | (d) | Attempt any two of the following : | | 2 |  |
|  |  | (i) | How does an abbreviation differ from an acronym? |  | (0) |
|  |  | (ii) | What do you understand by bad debts ? |  | (0) |
|  |  | (iii) | We received your letter yesterday. (Change the voice) |  | (0) |
|  |  | (iv) | Who does not know that God exists ? (Change into an assertive sentence) |  | (0) |
|  | (e) | Attempt any two of the following : | | 2 |  |
|  |  | (i) | I accepted the wise\_\_\_\_\_\_\_\_ of my teacher.  (Fill in the blank choosing the correct word — council/counsel) |  | (0) |
|  |  | (ii) | A terrible\_\_\_\_\_\_\_\_ came out of the chamber when a dead rat lay hidden between the stacks of files.  (Fill in the blank choosing the correct word – aroma/stigma/scent/stench) |  | (0) |
|  |  | (iii) | Please repeat the question again. (Correct the sentence to avoid unnecessary repetition) |  | (0) |
|  |  | (iv) | Add prefix and suffix with the word — Chairman. |  | (0) |
| 2. | State with reasons whether the following statements are true or false. Your answer to each statement should not exceed 30 words. Attempt any ten: | | | 1½each |  |
|  | (i) | Communication is an inherent part of a manager’s role and takes up the majority of the manager’s time on the job. | |  | (0) |
|  | (ii) | Culture is the foundation of communication. | |  | (0) |
|  | (iii) | Kinetic behaviour is a form of written communication. | |  | (0) |
|  | (iv) | Proxemics deals with eye contact. | |  | (0) |
|  | (v) | Paralanguage refers to how something is said rather than the content. | |  | (0) |
|  | (vi) | Time also communicates in business. | |  | (0) |
|  | (vii) | The speed with which message is transmitted may at times be a cause of misinterpretation. | |  | (0) |
|  | (viii) | Though English is in common use in business world, it would be better to use local language. | |  | (0) |
|  | (ix) | Face–to–face interaction being the best way of feedback, companies always use only this method. | |  | (0) |
|  | (x) | Decoding is required only once in a two–way communication. | |  | (0) |
|  | (xi) | Grapevine is part of formal communication. | |  | (0) |
|  | (xii) | Despite being expensive, the visual mode of communication is superior to the audio mode. | |  | (0) |
|  | (xiii) | Writing subject of a letter under subject heading is merely a formality. | |  | (0) |
| 3. | Write a letter to one of the candidates who has qualified in the written test for the post of Management Trainee inviting him to appear for an interview. | | | 15 | (0) |
|  | **OR** | | |  |  |
|  | Write a letter to the Post Master General complaining against the inordinate delay and frequent wrong delivery of your mail including speed post, registered post articles, etc., which have, of late, adversely affected your business and reputation. | | | 15 | (0) |
| 4. | Attempt any three of the following: | | | 5each |  |
|  | (i) | Iran Rafsanjan Co., Rafsanjan City, Iran has taken a marine insurance policy No. VB/84/3629/29 dated 20th December, 2005 from Albroz Insurance Co., Kerman City, Iran for the import of 500 tractor gears from Apex Products (India) Ltd., Delhi. The exporter shipped the cargo on board vessel – SEEMA on 26th December, 2005 for Bandar Abbas Port of Iran.  As per the letter of [credit](http://www.futureaccountant.com/exam-question-previous-papers/2004-cs-foundation_english-and-business-communication-december-2005/pbx/) condition, the exporter was required to fax the shipment details to Albroz Insurance Company within 24 hours of the shipment. However, the exporter could not fax such details due to change in telephone (fax) number of the insurance company. Draft an express telegram to intimate shipment details. | |  | (0) |
|  | (ii) | Yours is a multinational company having joint venture with a Chinese company. Plant is to be located at Surat. The company immediately needs an Executive – Foreign Affairs (male/female) with ability of writing and speaking Chinese language.  Draft a recruitment advertisement for publication under classified column of a national daily. Salary is no bar for the right candidate. E–mail address –info@krishnafashions.com | |  | (0) |
|  | (iii) | The local head office of State Bank of India is located at 11, Parliament Street, New Delhi–110001. The bank wants to construct 76 flats at Noida for its [employees](http://www.futureaccountant.com/exam-question-previous-papers/2004-cs-foundation_english-and-business-communication-december-2005/pbx/) and invite applications for pre–qualification of contractors. Full details are available on its website – www.sbi.co.in or www.statebankofindia.com/ procurement–news.  Draft a notice for pre–qualification of contractors. | |  | (0) |
|  | (iv) | The Joint Admission Board (JAB) of Indian Institutes of Technology in its meeting held on 17th September, 2005 at Kolkata has taken some decisions with regard to Joint Entrance Examination (JEE) 2006, i.e., to appear in JEE, one must secure at least 60% marks (55% for SC/ST and PD) in 10+2 examination; a candidate can have only two attempts with effect from JEE–2006; and a candidate who joins any of the IITs through JEE–2006 will not be permitted to appear in JEE in future.\* It was also decided that candidates, who have passed their qualifying examination in 2005 or earlier, will be allowed to appear in JEE–2006 as the last chance, with no consideration of marks or attempts at JEE subject to age requirements. On behalf of the JAB, draft a suitable press release to be issued by organising chairman highlighting these decisions. | |  | (0) |
| 5. | Attempt any three of the following : | | | 5each |  |
|  | (i) | Recently, the Income–tax Department has notified to all the employers to mention PAN (permanent [account](http://www.futureaccountant.com/exam-question-previous-papers/2004-cs-foundation_english-and-business-communication-december-2005/pbx/)number) of employees along with the amount of TDS, in the quarterly return. As the Accounts Manager, draft an office circular to obtain individual PAN from [employees](http://www.futureaccountant.com/exam-question-previous-papers/2004-cs-foundation_english-and-business-communication-december-2005/pbx/) of your organisation latest by 25th January, 2006. | |  | (0) |
|  | (ii) | Life Insurance Corporation of India, Mumbai has opened a new branch office at Madurai. Draft an office order transferring Ravindran, Branch Manager, Chennai to Madurai Branch. | |  | (0) |
|  | (iii) | Draft a report about the need for computerisation of the activities of the Accounts Department. | |  | (0) |
|  | (iv) | You are the librarian of Punjab National Bank Library. Prepare a note to the Administration Department seeking approval to buy two steel almirahs to stock arrival of new titles. | |  | (0) |
| 6. | Write an essay of about 300 words on any one of the following : | | | 15 |  |
|  | (i) | Swings in sensex | |  | (0) |
|  | (ii) | International business | |  | (0) |
|  | (iii) | Advertising : Good and Bad | |  | (0) |
|  | (iv) | Environment protection. | |  | (0) |
| 7. | Make a precis of the following passage in about one–third of its length and suggest a suitable title (Use precis–sheet given at the end of the answer book) :  In 1989, when we set sail on a journey of excellence, little did we realise then that ‘global renown’ and ‘unprecedented business success’ will not remain just our dreams. Even though, we had envisaged our transformation into what we are today, and had complemented that vision with down–to–earth practicality, lateral thinking and hard work over the years, the [rewards](http://www.futureaccountant.com/exam-question-previous-papers/2004-cs-foundation_english-and-business-communication-december-2005/pbx/) have nevertheless pleasantly surprised even the most optimistic amongst us. For, we have virtually experienced a metamorphosis. Transforming from –merely a leather garment exporter into one of the world’s top 25 leather garment exporters, and then into an Indian multinational company dedicated to keeping fashion in fashion. What we had envisioned years ago is crystallising into reality today. The future beckons invitingly, and we are ready to surge ahead.  Today, the Bhartiya Group is a conglomerate of fashion apparel companies, with the inherent advantages of multi–location design, manufacturing, sourcing, and research & product development capabilities. The [parentcompany](http://www.futureaccountant.com/exam-question-previous-papers/2004-cs-foundation_english-and-business-communication-december-2005/pbx/), Bhartiya International Ltd., is India’s largest manufacturer and exporter of leather apparel. The non–leather category is being handled by World Fashion Trade, a 100% subsidiary based in Hong Kong, which has been significantly expanding under an ongoing expansion drive in the region. Several subsidiary companies, already created at various strategic locations across the world as marketing, design and sourcing arms of Bhartiya, have begun to bear fruit. The vision of becoming ‘locals’ globally is now rapidly turning into a reality for us.  In the competitive milieu of the modern times, what is that unique attribute that has enabled the Group to come close to realising its vision in so short a time ? On the one hand, it’s the Group’s inherent ability to devise fashion solutions that integrate market and consumer research, product development and design, sourcing, manufacturing and delivery of finished garments on a ready–to–display basis anywhere in the world. On the other hand, it’s also about a vision that every member of staff shares with an all–pervasive passion, which sees the Group’s soaring aspirations being fulfilled by the innate power of creative ingenuity. It is this vision that gives the Bhartiya Group a distinct edge and incorporates flexibility, speed, efficiency and responsiveness to the supply dynamics without compromising on design and quality.  Yes, today .we are a reputed global fashion apparel company. Yes! Our vision is turning into reality. And, yes! We will continue to dream. | | | 15 |  |