

(2 Hours)

[Total Marks : 75]

- N. B. :** (1) Question No. 1 is compulsory.
 (2) Attempt any **four** questions out of remaining **six** questions.
 (3) Figures to the **right** indicate **full** marks.
 (4) Answers to **all** the sub-questions should be attempted and grouped **together**.
1. (a) Write short notes on :—
 - (i) Courtesy as a principle of correspondence 9
 - (ii) Audio-visual aids in communication
 - (iii) Merits and demerits of oral communication
 - (b) Match the following :— 4

(i) Semi block style	(a) Attention Line
(ii) RT/SYV	(b) Reference number
(iii) Shri. M. K. Gupta	(c) Identification Mark
(iv) 12/VT/07	(d) Identification
 - (c) Give definitions for : 2
 - (i) Calculator
 - (ii) Phonetics
 2. (a) As the Purchase Manager of R.D. Engineering Company, you had sent an order for 20 scanners and 10 printers to M.K. Systems Limited. You received only 15 scanners and 2 of the 10 printers were in a damaged condition. Write a letter making a complaint about the same. (use complete block style). 8
 - (b) Explain any two psychological barriers with the help of examples. 7
 3. (a) You have received a letter of enquiry about the prices and quality of various sport gears and equipments required. Write an order letter mentioning the prices and quantity and quality of the equipments. (use semi-block style). 8
 - (b) Distinguish between : 4
 - (i) Heading and Inside Address
 - (ii) Warning and Caution
 - (c) Make necessary corrections : 3
 - (i) your's sincerely
 - (ii) 21st Apr 2008 (use closed punctuation)
 - (iii) Encl; Bio data
 4. (a) Describe any one of the following objects by giving definition, diagram, description and working. (i) Computer (ii) Cell Phone (iii) Printer. 10
 - (b) How did grapevine originate and what is the importance of grapevine in an organization? 5
 5. (a) Give a diagrammatic representation of a business letter in a modified block style. 6
 - (b) Write instructions to use a photocopier. 5
 - (c) Make sentences using the set of words to form a single sentence. 4
 - (i) Principal Principle
 - (ii) Affect Effect

6. (a) List any four advantages and disadvantages of video conferencing in communication. 8
 (b) Give one word substitutes for the following. 3
 (i) One who draws maps
 (ii) A doctor who treats little children
 (iii) Study of rocks and soils
 (c) Explain the SQ3R Technique used to improve one's reading speed. 4

7. Read the following passage and answer the questions given below.
 Managing, like all other practices—whether medicine, music composition, engineering, accountancy, or even baseball is an art. It is know-how. It is doing things in the light of the realities of a situation. Yet managers can work better by using the organized knowledge about management. It is this knowledge that constitutes a science. Thus, managing as practice is an art; the organized knowledge underlying the practice may be referred to as a science. In this context science and art are not mutually exclusive; they are complementary.

As science improves, so should art, as it has happened in the physical and biological sciences. To be sure, the science underlying managing is fairly crude and inexact. This is true because the many variables with which managers deal are extremely complex. Nevertheless, such management knowledge can certainly improve managerial practice. Physicians without the advantage of science would be little more than witch doctors. Executives who attempt to manage without management science must trust to luck, intuition or what they did in the past.

In managing, as in any other field, unless practitioners are to learn by trial and error and it has been said that managers' errors are their subordinates' trials. There is no place they can turn for meaningful guidance other than the accumulated knowledge underlying their practice.

Questions :

- (1) Explain how 'managing' can be termed as art and also as science. 3
 (2) How is management science important in managing people ? 2
 (3) Give a suitable title for this passage. 1
 (4) Why is the science underlying managing fairly crude and inexact ? 1
 (5) Summarise the passage in your own words. 8