

**Instructions:**

- All questions are compulsory.
- Figures to the right indicate maximum marks
- Begin each question on a new page.

**Q.I.A. Answer the following questions:**

(5\*1=5)

- (i) What is the chief advantage of a business letter?
- (ii) What does editing in a written communication involve?
- (iii) Define Commercial Jargon.
- (iv) What is the purpose of a Follow-up letter?
- (v) What does reference function of a business letter stand for?

**Q.I.B. Match the following and rewrite the pairs:**

(05)

**A****B**

- |                        |   |
|------------------------|---|
| (i) The "You" Attitude | (i) Name of the organisation at the top of the page |
| (ii) Prewriting        | (ii) Reputation of the firm                         |
| (iii) Head Address     | (iii) Additional documents sent with a letter       |
| (iv) Enclosures        | (iv) Keeping the reader's viewpoint in mind         |
| (v) Goodwill function  | (v) First step of good written communication        |

**Q.II. Answer the following questions:**

- A) State the basic parts of a business letter. (02)
- B) Draft a letter of congratulations to your senior for his promotion at the office. (03)
- C) Attempt any one of the following: (05)
  - (i) Draft a Job application for a Web Designer's post at Hawkwork Solutions Pvt. Ltd, Verna-Goa.
  - (ii) Draft a Resume for the post of a Managing Head at Webart Consultancy, Mumbai. Highlight your skills for designing and knack for leading teams for projects.

**Q.III. Answer the following questions:**

- A) Draft a letter of apology to your junior colleague for being rude to him in meeting held at your office. (02)
- B) Draft a helpful testimonial for Mr. Nandan Joshi who worked at your firm as the Head Accountant. (03)
- C) Attempt any one of the following: (05)
  - (i) Draft a Memo to your subordinate staff warning him to change his lethargic attitude to work.
  - (ii) Draft a letter of resignation to Mr. Hiten Grewal, Falcon Enterprises, expressing your health issues that are compelling you to leave after 15 years of fruitful service.

**Q.IV. Answer the following questions:**

- A) What is an E-mail? Explain netiquettes to be followed in the usage of e-mail. (02)
- B) Draft a Press Release announcing the launch of a new software by your company. (03)
- C) Attempt any one of the following: (05)
  - (i) Draft an advertisement for a newly launched brand of cosmetics or a deodorant spray.
  - (ii) Draft a Tender Notice inviting tenders from leading caterers for obtaining proposals to run the canteen at your workplace.

**Q.V. Answer the following questions:**

- A) State the two differences between an oral and a written report. (02)
- B) How does one collect data for a report? State the sources. (03)
- C) Attempt any one of the following: (05)
  - (i) As the Sectional head of the Sales Department at Raven Designers, draft a monthly progress report of the members of your department to be submitted to your Manager.
  - (ii) As the Chairperson of the Committee appointed to study the viability of...