

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) Explain the persuasive function of a business letter.
- (ii) From where has the N.O.M.A. letter form originated?
- (iii) What is prewriting in good written communication?
- (iv) What is the significance of the confidential notation?
- (v) What is the chief advantage of letter writing?

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

(05)

A

B

- | | |
|-------------------------|--|
| (i) Editing | (i) Full Block form |
| (ii) Courtesy | (ii) Valuable for future study |
| (iii) Square Block form | (iii) Greeting a person in a letter |
| (iv) Reference function | (iv) Final stage of good written communication |
| (v) Salutation | (v) Writing polite letters |

Q.II. Answer the following questions:

- A) State the optional parts of a business letter. (02)
- B) Draft a letter of condolence to your junior on the death of a family member. (03)
- C) Attempt any one of the following: (05)
 - (i) Draft a Job application for a Programmer's post at Persistent Solutions Ltd., Verna.
 - (ii) Draft a Resume for the post of a Technical assistant at Batra Advertising Ltd., Jaipur.

Q.III. Answer the following questions:

- A) Draft a letter of appreciation to your junior colleague for his excellent presentation at the Board meeting held on the previous day. (02)
- B) Draft a warm testimonial for Mr. Aniket Naik who worked at your firm as a Supervisor. (03)
- C) Attempt any one of the following: (05)
 - (i) Draft a positive letter of reference for Mr. Jugal Jain who was your student in BCA.
 - (ii) Draft a letter of appointment to Ms. Neema Singh who has been appointed as the Head Accountant in your firm on a permanent basis.

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 to announce the launch of a new range of laptops. (03)
- C) Attempt any one of the following: (05)
 - (i) Draft an advertisement for a newly launched mobile phone or a brand of jewellery.
 - (ii) Draft a Tender Notice inviting tenders from leading tailors for assigning the contract for stitching uniforms for your staff members in all the branches across India.

Q.V. Answer the following questions:

- A) Explain the difference between statutory and non-statutory reports. (02)
- B) How can one collect data for a report? Explain. (03)
- C) Attempt any one of the following: (05)
 - (i) As the head of the Marketing department, draft a progress report of your staff members.
 - (ii) As the Chairperson of the Committee appointed to study the possibility of starting a Recreation centre in your housing society, draft the feasibility report giving your