

Seat No: _____

FC-08

Commercial Communication - Paper-I

Time : 3 Hours]

[Max. Marks : 70

Instructions : (1) Figures to the right indicate full marks.
(2) Indicate clearly the options you attempt.

1. Do as directed :

- (i) We shall deliver the goods shortly. **01**
(Make it as clear as possible)
- (ii) Your order has been received and it will be executed before 14th March. **01**
(Make it more personal in tone)
- (iii) It is impossible to give you more than 8% discount. **01**
(Make it more polite)
- (iv) Correct the following : **01**
Messrs Padmashree Kapil Dev Sports Store.
- (v) Write the signature for the following : **01**
A married lady doctor.
- (vi) Match the items under 'A' with their suitable counterparts under 'B'. Some items under 'B' are extra : **02**
- | A | | B | |
|----------|--------|----------|------------|
| (1) | Place | (1) | Reply |
| (2) | Prompt | (2) | Order |
| | | (3) | Price-list |
| | | (4) | Goods |
- (vii) State whether the following sentences are True or False : **02**
- (a) In America, the salutation is followed by a comma.
- (b) Messrs never forms part of a letter-head.
- (viii) Complete the following statement with appropriate alternative selected from those given below the statement : **01**
- (a) The letter-head should contain :
- the name and address of the recipient.
 - the name and address of the firm writing the letter.
 - only the name of the party writing the letter.

2. (a) On behalf of Tasty, Station Road, Ramannagar, write a letter of inquiry to MAZEDAR brand instant foods. **10**

OR

2. (b) Your college needs an assistant accountant. As an undergraduate student of the college, write an application addressed to the Principal of your college. **10**

3. (a) As a manufacturer in decorative tiles, draft a tactful reply to Ole Tiles, Near Time Square, Kheda, who has placed a late order in response to your firm offer valid from 14th March to 24th March. **10**

OR

3. (b) Write a letter to your supplier Smooth Leathers, 303, Puja Plaza, Nasik, pointing out the poor quality of leather bags sent by them which has caused loss to you. Ask for a compensation of Rs. 40,000 or 40% additional discount. **10**

4. (a) Write a letter on behalf of Prince Shirts, Mumbai, requesting extension of the delivery date and explaining its reason. **10**

OR

4. (b) You expect a fresh supply after two months of the goods ordered by a retailer. Reply to this letter, expressing your regret and suggesting an appropriate substitute. **10**

5. Develop a theme either FOR or AGAINST any ONE of the following propositions :
(i) Customer is always right
(ii) Mobile phones should be banned in colleges. **10**

6. (A) Rewrite the following sentences after filling in the blanks with suitable words selected from those given in brackets : **05**

- (1) My friend is going _____ for further study. (aboard / abroad)
- (2) The _____ of our city is not suitable to my mother. (weather / whether)
- (3) Dr. Banker _____ many examples from Geeta in his lecture on heart attacks. (sited / cited)
- (4) A _____ man is always a winner. (confidant / confident)
- (5) We enclose a _____ for Rs. 1,20,000. (check / cheque)

(B) Match the words given in 'A' with their meanings in 'B' : **05**

- | A | B |
|----------------|--------------------------|
| (1) Refrain | (1) valuable |
| (2) Depreciate | (2) inform |
| (3) Vary | (3) to keep away |
| (4) Foreword | (4) refuse |
| (5) Apprise | (5) forward |
| | (6) introductory remarks |
| | (7) change |
| | (8) become less valuable |

7. Summarize the following passage to one-third of its size and give it a suitable title :

10

A strike is a voluntary cessation of work in an organised manner, by all or a section of the employees serving under an employer, either Government or Private. Strikes generally occur as a result of the conflict between capital and labour, that is to say, between those who labour and those who serve under them. The suspension of normal activities in spheres other than commercial or industrial ones, such as schools and colleges, also falls under this head. Strikes may arise from various causes. The most important and most frequent cause is the demand by the employees for the removal of a grievance, low wages being the commonest of such grievances. The owners of a flourishing commercial concern, employing a large amount of labour, make huge profits at the expense of the poor labourers. The latter though working to put money into the already welstocked pockets of their employers, get a wage that is scarcely sufficient to provide them and their families with food and have to live in extremely insanitary surroundings. Men being what they are, it is but natural that they should feel discontented and disgruntled at this glaring and gross injustice. To compel the employers to increase their wages the workers suspend work in body. As it is not possible to carry on a business without labour, the employers have often to yield to their workers and grant them their demands.
