

Q:1 Choose the correct option from the multiple choice questions.

[15]

01. Which is considered as complimentary greeting with which the writer opens his letter?
A. Subject B. Salutation C. Heading D. Complimentary close
02. Which is considered as very reliable index of a speaker's confidence level?
A. Hand Movement B. Gesture C. Posture D. Eye contact
03. Which types of inquiry made by the buyer's own initiative?
A. Solicited B. Routine C. Enquiry D. Unsolicited
04. Which is the cheaper and appealing advertisement?
A. Sales Letter B. Radio C. Film D. Television
05. Which is the forceful means of communication carries with it a sense of urgency?
A. Request B. Counseling C. Warning D. Information
06. Which is not the part of Heading in the business letter?
A. Subject B. Fax Number C. The Firm's Address D. Email
07. Which objective is the state of discipline and spirit in the work force of an organization?
A. Motivation B. Persuasion C. Advice D. Raising Morale
08. Which letter is an opportunity for the seller to build a profitable relationship with the customer?
A. Adjustment Letter B. Enquiry Letter C. Order Letter D. Reply Letter
09. "People can be very creative when they have to be." What is the meaning of this proverb?
A. Necessity is the mother of invention B. A leopard can change its spot
C. You are lazy so don't complain of laziness D. People became wiser
10. Which act is an insult while presenting visual-aids?
A. Perfect correspondence B. Showing badly prepared visual C. Limited Clip D. Time limit
11. Which proverb is suit for, There is a positive side to every bad situation?
A. Every cloud has a silver lining B. When it rains, it pours
C. Look before you leap D. You shouldn't judge a book by its cover

12. Which form the letter ends with the informal signature without usual designation?
 A. The BFG Form B. The N.O.M. A. Form C. The Block Form D. The Demi-official Form
13. Which form of letter lies between the Indented form and the Block form?
 A. The Demi-official B. The Full Block C. The Hanging Paragraph D. The Modified
14. Which is the last step in the single cycle of communication?
 A. Message B. Feedback C. Decoding D. Encoding
15. Which is not the characteristic of effective business letter?
 A. Obscure B. Tact C. Persuasion D. Promptness

Q:2 [A] Rank India Ltd. received an order of Plastic ware material in a completely damage [07]
 condition. You draft a letter on behalf of the company the Plastic India Ltd. (India) for
 making an adjustment.

[B] Write a letter on behalf of The Kabir Agency to Tip Top Furniture, Patna, asking for [08]
 quotation of prices for their steel furniture for offices and homes. Enquire also about the
 concession and commission and about the mode of payment and credit facilities.

OR

Q:2 Discuss the different objectives of Business communication. [15]

Q:3 [A] Cavin Kare Ltd, 37 White Road, Chennai - 600 014. Who market "Spinz Fragranced Deo [08]
 Whiff," a deodorant spray manufactured in India Midas Care pharmaceuticals Pvt Ltd at
 Aurangabad, have introduced a scheme whereby they offer a '2018 Super Hit songs' CD
 worth approximately Rs. 40 with each pack of the spray priced at Rs.75 inclusive of all
 taxes. You represent one of the distributors of the product .Write an attractive sales
 promotion letter address to your sales out let's giving write publicity to the scheme.

[B] Give the ideas on Psychological factors of Sales letter. [07]

OR

Q:3 Discuss the regular and irregular parts of the business letter. [15]

Q:4 Write Short notes. (Any two) [15]

01. Characteristics of Business letter.
02. Paralinguistic elements.
03. Modified block form and Demi-official block form.
04. Cycle of communication.