

MOCK TEST-7

(FULL SYLLABUS)

SECTION B – BUSINESS CORRESPONDENCE AND REPORTING

Question No. 1 is compulsory.

Attempt any three questions from the remaining four questions.

Question 1

(a) Read the passage carefully and answer the questions given below:

Success of any organization depends on offering quality products at competitive prices. All over the world, it is being realized that quality control be ensured through inspection and test alone. Every department and individual has a contribution to make in the achievement of quality. Quality product at competitive prices is the most significant factor in determining the long - run success of any organization. High quality of products can give a competitive edge to an organization. On the other hand, good quality generates satisfied customers who reward the organization with continued patronage and favourable word of mouth advertising.

Growth in consumer quality awareness has put a greater strain on businesses. Consumer demand and dynamic technological changes have opened up new and highly competitive markets. The quality of goods and services can no longer be taken for granted.

The rapid growth of the service sector has also introduced new perceptions of quality management. Institutions, such as the Government, banks and hospitals do not produce tangible goods. The interaction between employees and customers is much more critical in such organizations. As a result, the skills, attitudes and training of service personnel affect the quality of the services delivered. Information processing represents a large component of the work done by service organizations and poses special quality considerations. Errors in computer billing, or airline and hotel reservations are the results of poor quality control of computer software and data input systems.

In View of globalization of markets, Governments have begun to realize that quality is essential to international trade and the national economy. Therefore, public purchasing authorities have been instructed to buy goods that conform to the quality standards.

- (i) In what manner good quality products give rewards to organizations? **(1 Mark)**
- (ii) Most significant factor which determines the long run success of an organization? **(1 Mark)**
- (iii) Quality of goods and services cannot be compromised by organizations, give reasons. **(1 Mark)**
- (iv) Write the summary of the above passage. **(2 Mark)**

(b) Read the Passage :

Whether one runs a large business, or is starting out with a new venture, or works as a corporate professional, chances are that at some point, one would be required to make a business presentation. Whether you are selling a product to a client, sharing your vision with your employees, or looking for new investors for your business, your presentation will always matter.

Making a good business presentation can be intimidating - you want to capture as much information as possible to answer any prospective questions from your audience, yet you want to keep your audience constantly engaged and interested. So, what makes a good presentation?

It is important to connect with your audience with a story. And no, it doesn't mean your presentation needs to be the most exciting work of fiction. Take your audience on a journey. When trying to convince potential investors, make them see the success you are striving for and what it will do for you and for them. To win over your employees with your new staff policy, take them through the journey of why you are introducing a new policy and how does it benefit them. Tell personal stories, give analogies and cite examples.

Get your audience emotionally involved and you will be more likely to get them to side with you.

You want to keep your audience engaged at all times. Do not overwhelm them with a lot of information. Settle on three to five key messages that you want them to absorb and stick with them. You do not want to include everything. Instead, choose out powerful points that you want to make. It is important to keep your presentation as straightforward and concise as possible.

At the same time, you need to know your content extremely well. While you keep your presentation short and to the point, it is no excuse for you to not have more detailed information regarding the subject of your presentation. It is likely you would need to answer questions from your audience at the end of the presentation. You must review all pertinent information and key facts and figures before your presentation. Not only will it help you answer questions later, but it will also give you more confidence during your presentation, so you refer to your notes less and connect with your audience more.

In the end, a business presentation is about selling ideas. Do your researches well, describe your ideas crisply, weave them into an interesting story and you are more likely to succeed.

- (i) Make notes, using headings, sub - headings and abbreviations whenever necessary.
- (ii) Write Summary.

Question 2

(a) Emotional barriers affect communication, discuss. **(2 Marks)**

(b) (i) Choose the word which best expresses the meaning of the given word:

- Repulsive
- (1) Attractive
 - (2) Normal
 - (3) Disgusting
 - (4) Confused

(1 Mark)

(ii) Select a suitable antonym for the word given under:

- Gratify
- (1) Frustrate
 - (2) Depress
 - (3) Discourage
 - (4) Distress

(1 Mark)

(iii) Change the following sentence to indirect speech:

He said, "The horse died in the night".

(1 Mark)

(c) Write a precis and give appropriate title to the passage given below:

Gratitude implies thankfulness or an appreciation of benefits conferred together with a desire, when practicable, to return those benefits. It should be distinguished from thanks, which is too often a matter of words and not accompanied by a feeling of thankfulness or by those actions which indicate a grateful mind. The grateful man feels joy at the kindness of his benefactor and cultivates a respect that is akin to love.

In almost all the relations of ordinary life the feelings of gratitude should be aroused. The child owes thanks to his parents for food, clothes, education and tender care; the scholar to his teachers for the training of his intelligence; personal friends to one another for mutual services.

The frequent use of the phrase, "Thank you," though often not more than a polite convention, nevertheless shows the universal belief in the necessity for cultivating a grateful attitude towards those who do

something for us, however small that service be. As Citizens, there are few who have no cause to be grateful. Great generals who have given devoted service gratuitously, statesmen, poets and philosophers, all those who have stood for right, justice and freedom of thought, have conferred inestimable benefits upon their countrymen.

When deeds are impossible, the expression of thanks is the best that can be done. The inscriptions on the tombs and monuments erected by a nation to its great men are an expression of thanks in words. As for deeds, an old story will serve as an excellent illustration. An old man was found planting fruit trees by a friend who came to him and said, "Why do you plant trees, the fruit of which I enjoy. I now plant trees that those who come after may enjoy fruit." '

In conclusion, no good man wishes to give pain, especially to those who have done him good. The ungrateful man hurts the feelings of his benefactor and cannot, therefore, be a good man. **(5 Marks)**

Question 3

(a) (i) Define circuit and star network under network in communication. **(2 Marks)**

OR

(ii) Discuss the term "physical non-verbal communication" In communication. **(2 Marks)**

(b) (i) Choose the word which best expresses the meaning of the given word:

Nostalgic

- (1) Sharp
- (2) Painful
- (3) Delighted
- (4) Homesick

(1 Marks)

(ii) Choose the word which best expresses the meaning of the given word:

Economise

- (1) Reduce
- (2) Save
- (3) Minimise
- (4) Accumulate

(1 Marks)

(iii) Change the following sentence into indirect speech:

He said to him, "Please wait here till I return."

(1 Marks)

(c) Draft a circular to warn the employees of Packing Department not to participate in strike.

(5 Marks)

Question 4

(a) How do organizational structure barriers affect communication? **(2 Marks)**

(b) (i) Change the sentence from Active to Passive Voice.

Rama was making a kite.

(1 Marks)

(ii) Change the sentence from Passive to Active Voice.

The lion was shot by the hunter.

(1 Marks)

(iii) Change the following sentence to indirect speech.

Father said to his son, "Work hard for success in life".

(1 Marks)

(c) Write an article of about 250 words on the topic. "The Pleasures of reading".

(5 Marks)

Question 5

(a) What do you mean by diagonal communication? **(2 Marks)**

(b) Select the correct meaning of Idioms/Phrases given below:

(i) Pen and Ink

- (1) Modern day technology
(2) Extensively
(3) Wastage
(4) In writing **(1 Marks)**
- (ii) A snake in the grass
(1) Unforeseen happening
(2) Secret or hidden enemy
(3) Unreliable person
(4) Unrecognizable danger **(1 Marks)**
- (iii) Change the sentence into Active Voice
Twenty runs were scored by him. **(1 Marks)**
- (iv) Choose the word which best expresses the meaning of the given word.
Applaud
(1) Flatter
(2) Praise
(3) Pray
(4) Request **(1 Marks)**
- (c) Mr. ABC is an IT manager in Quick Software Solutions Private Limited. Write a mail on behalf of Mr. ABC to Mr. MNJ, dealer of HP Laptops seeking quotation for 100 new laptops of model HP - 610. The laptops are required for new branch of Quick Software Solutions Private Limited. **(4 Marks)**