



HDB-1601070301030602 Seat No. _____

B. A. (Sem. III) (CBCS) Examination

November/December – 2017

Functional English : Paerpr - VI

(Official/Business Correspondence) (New Course)

Time : 2 Hours]

[Total Marks : 50

1 Answer the following questions in a word/phrase/sentence. **10**

- (1) Introvert _____; misanthrope : philanthropist.
- (2) The one who hates woman is known as _____.
- (3) _____ the specialist who treats disorders of the heart.
- (4) Neurologist : neuron ; Psychiatrist : _____
- (5) A _____ analyses character from handwriting.
- (6) A _____ specializes in the medical care of the elderly.
- (7) _____ plants; Zoologist : animals
- (8) A person long experienced at a profession, art, or business is known as a _____.
- (9) The word _____ refers to a quality or characteristic that is inherited.
- (10) The opposite of sympathy is _____.

2 (a) How are conventional forms of communication **10**
different from modern forms of communication ?

OR

(b) Write, in detail, on the effective principles / the **10**
7Cs of Business Communication.

3 (a) Write a letter to the editor of 'The Times of India', **10**
appealing to the people of India to take part voluntarily
in the promotion of 'Clean India' campaign.

OR

- (b) Shanhin Chattergy is a resident of Sultan Colony, Mahipalpur. After reading the following newspaper article, she writes to the editor of a local newspaper giving her strong views on the disadvantage of this project and making an appeal to the government to reconsider its decision. 10

Threat to Forest

Mahipalpur, January 22 : The government has decided to cut down a large forest area near Sultan Colony to provide housing for 1000 families. The project is likely to be completed by 2019. However, it is facing stiff opposition from farmers whose agricultural land is also being acquired.

- 4 (a) As a representative of the marketing agency that supplies printed journals and other related material to college stores, write a letter of enquiry to the college PRO requesting if the journals of his company can be supplied to that students. 10

OR

- (b) A retailer has requested you to supply 6 computers at 20% discount for a valued customer. Draft a reply stating that the rate of discount cannot exceed 15%. Make an attempt to get the order. 10

- 5 Prepare a resume and a covering letter for the following walk-in-interviews : 10

- (a) Garment export house needs accountant. Female Commerce graduates with one year minimum experience of computer based accounting can apply : HiMark Exports, 44, Sahayog Industrial Estate, M.T.D. Marg, Vikhroli.

OR

- (a) Gujarat University, Ahmedabad, is inviting application to fill the post of professor of Psychology. Qualification as per UGC rules and regulations. Apply within 10 days.