

SUGGESTED ANSWERS

FOUNDATION PROGRAMME

ENGLISH AND BUSINESS COMMUNICATION (FP-EBC/2010)



**THE INSTITUTE OF
Company Secretaries of India**

IN PURSUIT OF PROFESSIONAL EXCELLENCE
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THE INSTITUTE OF COMPANY SECRETARIES OF INDIA

FOUNDATION PROGRAMME



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CONTENTS

<i>Sl.No.</i>		<i>Page</i>
TEST PAPER 1/2010		
1.	Answer to Question No. 1	... 2
2.	Answer to Question No. 2	... 6
3.	Answer to Question No. 3	... 7
4.	Answer to Question No. 4	... 8
5.	Answer to Question No. 5	... 11
6.	Answer to Question No. 6	... 12
TEST PAPER 2/2010		
7.	Answer to Question No. 1	... 15
8.	Answer to Question No. 2	... 19
9.	Answer to Question No. 3	... 20

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(iv)

<i>Sl.No.</i>		<i>Page</i>
10.	Answer to Question No. 4	... 21
11.	Answer to Question No. 5	... 24
12.	Answer to Question No. 6	... 25

These answers have been written by competent persons and the Institute hopes that the **SUGGESTED ANSWERS** will assist the students in preparing for the Institute's examinations. It is, however, to be noted that the answers are to be treated as model and not exhaustive answers and the Institute is not in any way responsible for the correctness or otherwise of the answers compiled and published herein.

The Suggested Answers contain the information based on the Laws/Rules applicable at the time of preparation. However, students are expected to be well versed with the amendments in the Laws/Rules made upto **six** months prior to the date of examination.

FOUNDATION PROGRAMME
ENGLISH AND BUSINESS COMMUNICATION
TEST PAPER 1/2010

(This Test Paper is based on All Study Lessons)

Time allowed : 3 hours

Max. marks : 100

NOTE : *Answer All Questions. Follow format.*

PART A

Question No. 1

(a) *Write an essay of about 300 words on any one of the following :*

- (i) *Industrial Pollution*
- (ii) *Competition in Business*
- (iii) *Tourism in India*

(iv) *Expanding Role of a Company Secretary.* (10 marks)

(b) *Make a précis of the following passage in about one-third of its length and suggest a suitable title (use précis-sheet give at the end to the answer book):*

Very early in the history of a man a commodity was selected from amongst those things which, at the time, were held in high estimation amongst the group of men concerned; and by tacit consent all things that men wished to exchange were first exchanged for some of the selected thing, and then the selected things in turn were exchanged for the thing originally wanted. Thus three-cornered or triangular exchange was substituted for direct barter. The man with the wheat would get to know that on any particular day his wheat was worth so much of the selected commodity, and the man with oats would gather similar information about his oats, and the terms of the bargain in the exchange of wheat for oats would at once be known.

Now this commodity, whatever it might be, was, for that community, its money. Thus money is a commodity, chosen by common consent to be a medium of exchange and a measure of value between any and every other commodity.

In modern times people have been accustomed to take it for granted that this commodity should be one of the precious metals—gold or silver. But this is very far from having been always so. It has taken humanity many long ages to process from the early forms of money—such as the skins of wild animals, used in the hunting stage of mankind and the cattle money of pastoral antiquity—to the money now most in use, the coined money made from silver or from gold. This most recent form of money has survived as the fittest for the purpose because it possesses in a high degree the qualities which are the most desirable in a money material. Such qualities include divisibility without loss of value, durability, stability of value, the high value that it carries in small bulk, and the

further advantage that it can be minted into pieces precisely alike, and therefore all of the same value.

*(328 words)
(8 + 2 marks)*

Answer to Question No. 1(a)(i)

Industrial Pollution

Many countries have to take recourse to industrialization for raising the standard of living. Currently, India is passing through the same process. A major disadvantage of industrialization is the menace of industrial pollution. This can play havoc and change the very life style of the people. The gas tragedy at Bhopal is a pointer to this.

Pollution is an undesirable excessive addition of substance to our natural world including water, air and land which leads to alteration of the ecosystem. The developed countries took timely care to focus on the natural world of air, water and land, in a developing country like ours, the haphazard manner of setting-up industries, unsystematic discharge of industrial waste etc. have given rise to an alarming situation. Some major pollutants in big cities like Mumbai, Kolkata, Delhi are results of speedy set up of industries. Citizens of Delhi and Mumbai are familiar with the thick black smoke and soot that come out from chimneys of factories and electricity generating plants. Reaction of chemical waste can cripple the humans and nuclear fall out can even affect the coming generations in the birth of malformed children. Deadly diseases like tuberculosis, cancer can be caused to the people living in the proximity of these industries.

To a great extent, industrial pollution is the price paid for advancement of civilization on the technology front. This problem is facing the country like a dragon. The Government is aware of this. Steps are, therefore, being taken to clean the environment and prevent pollution. Consequently, some legislations in the form of Acts have been enacted. Industrial licences are being linked with the policy on our environment. The recent upsurge of interest and growing concern for the quality of our environment has strengthened the hands of the Government to identify pollution problem and to plan pollution strategies. Only enlightened public opinion and Government can save our habitat from industrial pollution.

(317 words)

Answer to Question No. 1(a)(ii)

Competition in Business

In every walk of human life, we find competition. In an increasing competitive environment, those who can excel, enjoy the fruit of competition. In business also competition exists in its every segment

Competition in business encourages the businessmen to use their resources in a manner which gives them maximum benefit. Innovation is an off shoot of competition. This in the long-run ensures price stability, availability of goods and services, and unhindered operation of market forces of supply and demand. In such a situation, use of resources of finance, labour and materials would be at the optimum level. Thus, a healthy competition in business is good for the society. However, competition becomes unfair when black sheep in business resort to unfair means to defeat fair competition, by creating artificial scarcity of goods, distribution of goods of inferior quality, manipulation

of prices and supply of goods, misleading and false advertisements, etc. These activities restrict fair competition in the market.

The Government has initiated various steps to make competition healthy and fair. The Competition Commission of India constituted under The Competition Act, 2002, deals with various types of unfair and restrictive trade practices effectively, with an objective to make competition in business fair and reasonable. Statutory requirements of compulsorily mentioning the maximum retail price and other details of manufacture on goods, is another step in the direction of protecting consumers' interest while making competition fair and transparent.

Competition in business has become the rule of the day. Economic liberalization has paved the way for lifting of controls and the policy of over protectionism has also gone with it. Government, itself, is trying to privatize its own undertakings pushing them to face the real competition. Now competition has become global. Whosoever can offer the best, can survive; others naturally will perish. Let us hope for a better deal for consumers.
(307 words)

Answer to Question No. 1(a)(iii)

Tourism in India

World tourism is a 350 billion dollar industry, with every 10th human, being a traveller. The remarkable achievements that Spain (which hosts 50 million tourists per year) has demonstrated in the development of tourism is an example that could inspire India to faster growth. The international tourism scene, with its strong focus on China and other countries in the Far East, can benefit India, if we also make a concerted effort. In the burgeoning Asian market, the time is ripe for a big leap forward by India to capture a major slice of the tourism cake.

India has the potential of becoming a major player in the world tourism league, endowed as it is with unrivalled resources ranging from its millennia-old heritage, kaleidoscopic landscape, wide variety of delectable cuisines and a rich mosaic of cultures. Also, few countries can offer a heady mix like India with its specialized tourist attractions such as adventure sports, historical monuments, and unmatched cultural and religious experiences. It is just that we need commensurate infrastructure for other components of the tourism product like adequate modern airports, more air services and air seats, express ways, dependable and comfortable road-transport, better sanitation, improved hygiene and attitudinal changes towards tourists and tourism.

Within the country, the message has yet to go out that there would be benefits for almost everybody in an upswing of Indian tourism. In this beneficial horizon, gains would accrue among others to business, trade, shopping, lodging and catering, financial services, the transport industry, the arts and crafts and picturesque regions however remote. Tourism has tremendous employment potential, as it is highly labour-intensive industry. What is also not realised is that tourism, apart from earning foreign exchange can bring about integrated community development and thereby help improve the quality of life of the people. In this regard the tourism industry must achieve a high degree of coordination among the central and state governments as well as civic authorities.

(323 words)

Answer to Question No. 1(a)(iv)**Expanding Role of a Company Secretary**

The word 'secretary' may bring to our mind the image of a person normally appointed to handle files and for preparing notes/drafts, etc., but a company secretary's appointment is as a principal officer of a company/organization.

The CS is the conscience-keeper of the company and the custodian of shareholders' interest. As principal officer of the company, he is expected to possess integrated knowledge of law, management, finance and corporate governance. As somebody has rightly said, "A CS is a relationship manager and acts as a sheet anchor for investor protection". From being responsible for only compliance reporting, a CS today functions as a corporate development planner involved in identifying expansion opportunities, arranging collaborations, mergers, acquisitions and joint ventures.

A company secretary exercises extensive functional capabilities. He acts as an integrated corporate manager-advising in a variety of areas such as public issues, private placement, Euro issues, and public deposits in corporate development activities such as mergers, acquisitions, takeovers, setting-up of subsidiaries and joint ventures. He assumes the role as registrar of the company providing a functional link with the Registrar of Companies, other authorities and shareholders.

In the Central Government, company secretaries are appointed to superior positions and services in the Ministry of Human Resource Development. In private practice, in accordance with the Company Secretaries' Act, a company secretary may be involved in the formation, promotion, and incorporation of a new company or amalgamation, reorganization or winding up of others. A CS may be the authorized representative for a firm in all matters pertaining to documentation, registration, or similar formalities.

The Institute of Company Secretaries of India has been playing a commendable role in the training and placement of suitable personnel to look after companies and monitor the business interests of the Government. Persons so trained are also in great demand outside India, especially in West and Southeast Asian, African and Latin American Countries. (313 words)

Answer to Question No. 1(b)**The Evolution of Coined Money**

Very early in history, man discontinued direct barter by choosing a commodity of high value, which by common consent, was accepted as exchangeable for every other commodity. Such a commodity, accepted commodity which served as a medium of exchange and a measure of value between any and every other commodity, came to be recognized as money by that community. Coined money which is mostly used in modern times had a gradual evolution from various earlier forms of money. Precious metals like gold and silver serve as fittest money materials because they possess the required attributes like divisibility, durability, stability of value, high value in small bulk, malleability and homogeneity. (109 words)

Question No. 2

(a) Attempt the following as directed against each :

- (i) What does e.g. stands for (choose the correct answer—that is/for example/so that.)
- (ii) To carry out business of any kind we have to interact with a large number of people. (Use comma.)
- (iii) The meaning of the word fastidious is_____. (Fill in the blank space using appropriate word—funny/fussy.)
- (iv) The space_____ the room houses the conferences facility. (Fill in the blank space with correct preposition.)
- (v) We received your letter and telegram_____ regret our inability to attend the meeting. (Fill in the blank space with correct conjunction.)
- (vi) India is a great country. (Change the sentence into superlative.)
- (vii) It was the courts order. (Make correct use of apostrophe.)
- (viii) The agreement was void ab initio. (Give the meaning of the underlined word.)
- (ix) The milk is not fit for drink. (Correct the verb.)
- (x) The antonym of the word 'arrogant' is_____. (Fill in the blank space using appropriate word-humble/normal.) (1 mark each)

(b) Choose the most appropriate answer from the given options in respect of the following:

- (i) Catch somebody's eye refers to :
 - (a) to arrest someone's notice
 - (b) to arrest everyone's notice
 - (c) to attract someone
 - (d) none of the above.
- (ii) There is no fool like an old fool means :
 - (a) an aged fool
 - (b) a clever person
 - (c) an aged lover
 - (d) an old person.
- (iii) Amende honorable means :
 - (a) a public apology
 - (b) a private apology
 - (c) both of the above
 - (d) none of the above.
- (iv) The French abbreviation *adj.* stands for :
 - (a) adjunct
 - (b) adjoint

- (c) *adjective*
- (d) *none of the above.*
- (v) *Opportune means :*
 - (a) *Coming at the right time*
 - (b) *Opportunity*
 - (c) *Celebration*
 - (d) *Occasion.*

(1 mark each)

Answer to Question No. 2(a)

- (i) For example
- (ii) To carry out business of any kind, we have to interact with a large number of people
- (iii) fussy
- (iv) above
- (v) but
- (vi) India is the greatest country
- (vii) It was the court's order
- (viii) from the beginning
- (ix) The milk is not fit for drinking
- (x) humble.

Answer to Question No. 2(b)(i)

- (a) to arrest someone's notice

Answer to Question No. 2(b)(ii)

- (c) an aged lover

Answer to Question No. 2(b)(iii)

- (a) a public apology

Answer to Question No. 2(b)(iv)

- (c) adjective

Answer to Question No. 2(b)(v)

- (a) Coming at the right time

Question No. 3

- (a) *Make sentences of your own using the following words/phrases/idioms to bring out their meanings :*
 - (i) *Boil down to*
 - (ii) *Egg on*

- (iii) *To get the worst of it*
(iv) *To have the right ring*
(v) *Labour under.* (1 mark each)
- (b) *Words have different meanings in different context/situations. Make sentences of your own using any five of the following words to bring out their meanings:*
- (i) *Check-Cheque*
(ii) *Device-Devise*
(iii) *Ghastly-Ghostly*
(iv) *Berth-Birth*
(v) *Lose-Loose.* (2 marks each)

Answer to Question No. 3(a)

- (i) *Boil down to* : His entire argument boiled down to this, that he would not join the movement unless he saw some monetary gains in it.
- (ii) *Egg on* : Who egged you on to fight a professional boxer and get your teeth knocked off?
- (iii) *To get the worst of it* : Be it an election or a game of tambola, I have always got the worst of it.
- (iv) *To have the right ring* : The American's pronouncements of world peace do not usually have the right ring.
- (v) *Labour under* : Let us not labour under the delusion that our friends will come to our aid in times of difficulty.

Answer to Question No. 3(b)

- (i) *Check-Cheque* : Who can check (verify) the work of an officer ?
He gave me a blank cheque (a negotiable instrument).
- (ii) *Device-Devise* : He invented a new device to save labour.
They devised a new plan to outwit him.
- (iii) *Ghastly-Ghostly* : The sight of the wounded at the accident site was ghastly (horrible).
He saw a ghostly figure in the room.
- (iv) *Berth-Birth* : I could not get the lower berth in the compartment.
The birth of a baby girl made the couple happy.
- (v) *Lose-Loose* : You have more to gain than lose (be deprived of) by attending his seminar.
Loose clothes are no more in fashion these days.

PART B**Question No. 4**

(a) State with reasons in brief, whether the following statements are correct or incorrect. Attempt any five :

- (i) Language does not mean exactly the same thing to everyone.
- (ii) Communication is a circular process.
- (iii) We also frequently communicate by our silence.
- (iv) Grapevine network can be good for the business.
- (v) Oral communication saves time.
- (vi) Feedback makes communication effective. (5 marks)

- (b) (i) Mention atleast ten forms of written communication ? (5 marks)
- (ii) "Words may bring you praises or alternatively rebukes and misunderstanding". Discuss in the light of the requirements of effective written communication skills. (5 marks)

OR

(b) Your voice is the sole means of communicating on the telephone. Explain any five such cues that could be adopted while talking on the telephone.

(10 marks)

Answer to Question No. 4(a)(i)**Correct**

Reason : Language is ambiguous, which means it doesn't have clear-cut precise meanings. The meanings of words vary according to cultural contexts and individuals experiences.

Answer to Question No. 4(a)(ii)**Correct**

Reason : Communication begins and ends on the sender who initiates communication. Message is encoded (by the sender), decoded (by the receiver) then encoded to be sent back as feedback and again decoded to understand feedback.

Answer to Question No. 4(a)(iii)**Correct**

Reason : Through silence, we may communicate our indifference, lack of understanding or concern and apathy.

Answer to Question No. 4(a)(iv)**Correct**

Reason : When formal communication channels are closed the grapevine can offer a wealth of operating information and provide important insights with speed and economy.

It can be effective in generating creative solutions to short term problems which formal channels are unable to.

Answer to Question No. 4(a)(v)

Correct

Reason : When action needs to be taken instantly or immediately, the best way to communicate is to do so orally. Oral communication helps receive instant feedback and enables us to modify the message. It thus saves time and quickens the follow-up action.

Answer to Question No. 4(a)(vi)

Correct

Reason : Two way communications takes place when the receiver provides feedback. It confirms receipt of message and its understanding to the receiver.

Answer to Question No. 4(b)(i)

Forms of written communication are:

1. Memo
2. Report
3. Office order
4. Circulars
5. Graphs/Charts
6. Staff Newsletter
7. E-mail
8. Fax
9. Form/Questionnaire
10. Letter

Answer to Question No. 4(b)(ii)

Organizations basically depends on written communication to maintain a link with the different entities within the organization and with the outside world. The executives of the organizations have to spend much of their working hours on communication and that too on written communication to maintain inter-departmental and intra-departmental links as well as link with the external bodies. In this matter they depend upon letters, circulars, notes and explanations, memorandums, reports, etc.

The statement that Words may bring you praises or alternatively rebukes and misunderstanding is correct. Much depends upon how and when you have used the words. For instance, you write a letter to your superior as under:

“Kindly get this matter done at the earliest.”

Your superior may not like it as it smacks of an order by you. Instead you may write:

“Will you please take necessary action as you may deem necessary in the matter.”

There is a lot of difference. Similarly when assessing your subordinate's performance you should use appropriate words. You may not sound incorrect, if you were to write 'he is dull, docile and sluggish', but it is better to say '*he is lethargic*'.

Some other requirements of effective written communication skills are:

- (i) clarity of ideas;
- (ii) inoffensive language;
- (iii) lucid style;
- (iv) coherent presentation.

Answer to Alternate Question No. 4(b)

It is essential that you use your voice effectively to create a good impression while communicating on the telephone. This is because your voice is the sole means of communicating on the telephone. The following are some cues that could be adopted while talking on the telephone:

- (i) Always be polite, no matter what your mood is or how the person on the other end is talking.
- (ii) Be clear and audible but do not shout into the mouthpiece. Infer that you have to raise your voice if you hear "Pardon", "excuse me" or some such words from the other end.
- (iii) Be formal and do not use words like yeah! yep! etc.
- (iv) Be careful of your facial expressions and/or body language while talking as they affect the way you sound. If you slouch/slump then you tend to sound tired. If you frown you tend to sound annoyed. So always smile when you speak on the phone as this keeps your voice bright and warm.
- (v) Do not answer the phone in a rush or sound hurried. Be calm and collected. This will help you in sounding relaxed and in being clear.

Question No. 5

Attempt any three of the following :

- (i) *Draft a show-cause notice to Mr. Sundar, working in the Accounts Department for divulging information about the NPA of the bank a week before the Public Issue subscription to the correspondent of "the Times of Hindustan".*
(5 marks)
- (ii) *Mention the general rules of composing a telegram.* (5 marks)
- (iii) *Draft an express telegram to apprise the top officials who are not in town of the ongoing strike.* (5 marks)
- (iv) *You have recently come across a new model of Personal Computers at the Information Technology Exhibition at Pragati Maidan, New Delhi. Write an enquiry letter for marketing this new model in Gujarat (body of the letter only).*
(5 marks)

Answer to Question No. 5(i)

20th December, 2009

Sundar Singh,
Accounts Department
Connaught Place Branch

Dear Sundar,

The Chief Manager of your branch has reported that you divulged to the financial correspondent of The Times of Hindustan sensitive information about the NPA of the bank a week before the Public Issue opened for subscription. The information was published in the said daily's issue dated 7th December. It is reasonably assumed that the public response to the issue was adversely affected by your action.

Please show cause within 7 days of the receipt of this notice why disciplinary action under Rule 6 of the Service Rules should not be taken against you. Failure to reply within stipulated time will imply that you have no defence to offer.

Yours faithfully

Manager - Human Resources

Answer to Question No. 5(ii)

General rules to be kept in mind when composing telegram are:

- Message must be brief and clear;
- Time should be written according to the twenty four hour clock;
- Sentences are to be divided by the word "STOP";
- Clarity and accuracy must be maintained;
- Normal grammar and punctuation may be ignored;
- Block letters must be used as far as possible.

Answer to Question No. 5(iii)

X (EXPRESS)

STRIKE SITUATION WORSE (STOP) FOUR KILLED (STOP) CLASHES CONTINUING
(STOP) SWIFT ACTION NECESSARY (STOP)

VENKATESH

Answer to Question No. 5(iv)

Dear Sir,

We have seen your new model of Personal Computer (PC) at the Information Technology Exhibition in Pragati Maidan, New Delhi and are very much interested in this model. We would like to market the PC in Gujarat if you are prepared to give us the exclusive dealership for the entire State. As you know, we are the leading computer suppliers in Gujarat with branches in almost all the main towns. If this suggestion is

acceptable to you, we shall be glad to know what prices and terms you can allow us. Please send your latest catalogue.

Thanking you

Question No. 6

Attempt any three of the following :

- (i) *Draft only the body of the letter informing your bank of the change in the authorized signatories in the recently held Board Meeting. (5 marks)*
- (ii) *Draft a memorandum (body only) giving permission to Mr. Sumit to pursue a part-time MBA Degree in the evening after office hours. (5 marks)*
- (iii) *Draft a correspondence letter (body only) from Head Office to the Branch informing them, that a Management Trainee is being sent for 15 days as a part of three months training course in various departments of the company. (5 marks)*
- (iv) *A Press Release is not the same thing as a Press Report. Comment. (5 marks)*

Answer to Question No. 6(i)

Dear Sir,

The Board of Directors of our Company decided at a meeting held on 26 November 2009 that our Current Account no.6619 with you will be operated jointly by the Managing Director and the Chief Accounts Officer with immediate effect.

A certified copy of the resolution of the Board and the specimen signatures of the authorised signatories are enclosed.

Please acknowledge the receipt of this instruction.

Yours faithfully,

Answer to Question No. 6(ii)

Memorandum

Shri Sumit is hereby informed that the office has no objection to his pursuing part time M.B.A. Degree Course in the evenings after office hours. However, grant of leave for study/examination is subject to exigencies of office work.

Sd/-

Answer to Question No. 6(iii)

Shri Mukul Garg, Management Trainee, is being sent to your Branch for fifteen days as a part of his 3 months training course in various departments of the company.

You may impart suitable training in Branch work and Branch Administration.

Answer to Question No. 6(iv)

A Press Release is not the same thing as a Press Report. Though the former may lead to the latter insofar as a Report may be based on the contents of a Press Release. A Press Release is usually drafted in-house while a Press report is shaped out of inputs received by professional journalists. The Public Relations Officer of the company labours on the draft so that information available with him may be published without any major cuts in the print or electronic media. The media does not charge anything for devoting precious space or time to such releases. The prime consideration is that their readers or viewers should be interested in the information being offered. Therefore they are quite selective when it comes to picking up the releases to be covered in the next issue of the paper or the next bulletin to go on air.

TEST PAPER 2/2010

(This Test Paper is based on All Study Lessons)

Time allowed : 3 hours

Max. marks : 100

NOTE : Answer All Questions. Follow format.

PART A

Question No. 1

(a) Write an essay of about 300 words on any one of the following:

- (i) Application of Science to Industry
- (ii) The Digital Revolution
- (iii) Business Morality
- (iv) Internet in Industry.

(10 marks)

(b) Make a précis of the following passage in about one-third of its length and suggest suitable title (Use précis-sheet give at the end of the answer book):

Now that you know how to buy Venga Boys on the Net, let us explore the scope of the Internet further and see what are the other things that you can get at your doorstep and desk tops, literally !

While we talk about buying things on the Net, we do not say that the Net is some genie or like a magic wand which gets anything and everything for you at your doorstep. There are definitely inherent limitations as well as cultural barriers which limit the scope of Net-shopping. So let's see what these are. What can be best bought on the Net and what cannot ?

As said before, the Internet has evolved as the best medium to buy books, cassettes and gifts. Sale of electronic appliances, entertainment products, computer products (hardware and software) and consumer products has also caught up on the Web, according to studies conducted by various research firms.

However, what can be sold and bought on the Net also depends a lot on who is involved in the transactions. Cultures and habits of people involved affect business on the Net in a big way. While in the USA, grocery stores on the Net may be flooded with customers, in India it is less likely that people will give up on their weekly trips to the grocer at the corner.

Same is the case with apparels. While an Indian would be happy to buy a routine black trouser or a white shirt on the Net, or even check out the latest from foreign fashion stores, would an Indian bride even consider buying her wedding trousseau on the Net? It's almost impossible that she will want to miss all the pampering and fun involved in trekking to real world stores to buy her Banarsi silks and Paithanis !

However as the use of the Net evolves in the country, the buying habits too are bound to change. E-commerce markets will hold out possibilities which may seem unthinkable now. Also let's not forget that e-commerce is not only about Net-shopping alone. It includes a wide range of activities like stock and bond transactions, renting of properties, auctions and business-to-business (B to B) transactions.

B to B sites or portals in areas like engineering and automobile are coming up in a big way and are surely going to change the way business will be conducted. B to B sites offer an ideal meeting place for a variety of large, small and medium-sized businesses to showcase their products. Access to market information is made easier and orders are placed on the Net, even if the actual transaction may be completed in the real world.

Auctions on the Web (E-bay.com being the biggest example) have caught on rapidly. The beauty of these auctions is that you can sell old, used items too, which may not be of much use to you but could be just the thing your neighbour is looking for... could you have imagined this kind of Net-shopping a few years ago ?

(501 words)

(8 + 2 marks)

Answer to Question No. 1(a)(i)

Application of Science to Industry

The phenomenal contribution of science to industry has transformed the household industry of the 19th and 20th century, into a modern industrial complex. The pursuit of science, that manifests new discoveries, has become a matter of prestige among the countries of the world. Industrially advanced countries of the world like USA, UK, Japan, Italy etc. vouch that scientific advances directly contribute to industrial development.

Researches in sciences help to find out optimum utilization of resources, new users for articles, economy of operations better quality control and safety and welfare of workers. The textile industry, for instance has been benefitted by the invention of man-made fibres reducing the reliance on natural fibre like cotton, wool etc. Similarly, high speed shuttles have made economic operation of modern textile mills more efficient. Artificial humidification has rendered dispersal of cotton textile industry. Tremendous improvements have been rendered possible in colouring, printing etc. of cloth.

Computers, rightly called 'Electronic Brains' have relieved man of monotony, and drudgery. Today every industry uses computers for almost all operational activities like payrolls accounting, stock and stores control, bank transactions, etc. Computers have explored the potential of entertainment industry with innovations in video games, animations, music composition and movie making. In hospitals too computer systems have been rendering marvelous aid in the conduct of surgery, X-ray techniques etc.

Of late, industry has realised the importance of furthering the scientific knowledge which has rendered possible the present day level of technology. Most of the big industrial units are developing indigenous technology through their own research and development cells. Today a stage has been reached where science and industry can be said to play complementary role, benefiting mankind in the provision of better goods and services. With further scientific advancements industry is bound to benefit immensely in the years to come.

(300 words)

Answer to Question No. 1(a)(ii)**The Digital Revolution**

The Digital Revolution marked the beginning of the Information Age and changed the dynamics of the world. Started in the 1980s, it has been the most significant revolution after the Agricultural and Industrial Revolutions. Technically, Digital Revolution means the change from analog and mechanical electronic technology to digital technology.

The digital revolution is characterized by the development of the digital electronic computer, the personal computer, and particularly the microprocessor which enables computer technology to be embedded into a huge range of objects from cameras to personal music players. It also led to the development of transmission technologies including computer networking, the Internet, digital broadcasting and 3G phones. In multimedia applications, the digital revolution marked the transition from the storage of information on fixed material objects (books, phonograph records or audio cassette, film), to the storage of all information in a binary digital format, which is readily stored on a variety of media. Easy transfer of digital information between media, was an added benefit. The economic impact of the digital revolution has been large, radically changing the way individuals and companies interact. The World Wide Web (WWW) can be regarded as the basis of globalization and outsourcing.

While there have been huge benefits to society from the digital revolution, there are a number of concerns in the form of opportunities for exploitation. Reliability of data became an issue as information could easily be replicated, but not easily verified. In some cases, personal use of portable digital devices and work related computers, by the employees were found to reduce companies' productivity. Today, digital technology affects virtually everyone's life. However, to make life better, it is important for people to learn how to use this technology more efficiently. It is the duty of people to use this technology to its greatest potential to make daily life more friendly, productive, meaningful and to accelerate the economic development of the country and its people.

(320 words)

Answer to Question No. 1(a)(iii)**Business Morality**

It is the duty of the businessmen to use the resources of the community efficiently to produce economic wealth without infringing the legitimate rights and interests of fellow countrymen by following moral and ethical standards in business. The moral standards that a business community should observe depends upon the business and the contemporary society it serves. A business has to conduct its affairs pursuing those policies or lines of action which are desirable in terms of objectives and values of the society. The activities of business should not shock the moral conscience of society.

Business community owes moral responsibility in its attitude towards other segments like employees, consumers, investors, government, fellow business fraternity and the community at large. Providing a dignified wage, satisfactory conditions for work, avenues for development, regardless of sex or race are considered moral responsibilities of businessmen towards employees. Ensuring quality of goods, charging of legitimate price, adhering to ethical standards in advertisement are considered to be moral obligations of business towards consumers. The responsibility of businessmen towards community at

large is to protect and preserve environment and to ensure optimum use of community's resources. Business also shoulders moral responsibility towards investors/shareholders for ensuring safety of their funds and rewarding of an equitable return on their investment. Similarly the moral values require the businessmen to show obedience to law and to observe fair practices in dealing with Government and with their fellow businessmen.

Moral values have eroded in every segment of the society. The greed for quick money and self-interest has left business community as no exception. Government acts through legislations and regulations to discipline business and exercise control over them, to make them more responsible to the society. Yet, the conduct of businesses in general continues to be not upto the mark. Business entities which always keep high ideals conforming to moral and ethical values will stand out and stay much longer.

(316 words)

Answer to Question No. 1(a)(iv)

Internet in Industry

The Internet is a worldwide system of computer networks, where users at one computer can get information from any other computer. The most widely used part of the Internet is the World Wide Web. The Internet and World Wide Web has revolutionized the way industry functions. Application of internet can be seen in the industry from acquisition of raw materials to processing goods, marketing and selling of products. It has made the entire world a common market place where one can buy and sell products or services from any part of the world. With its widespread usage, the amount of trade conducted electronically has grown extraordinarily. Electronic funds transfer, supply chain management, Internet marketing and electronic data interchange (EDI) are some of the applications of the internet in modern industry.

Companies today have grown by taking advantage of the efficient and low-cost advertising and commerce through the Internet. Internet is the fastest way to spread information to a number of people simultaneously. The Internet has subsequently revolutionized shopping—for example; a person can order a CD online and receive it in the mail within a couple of days.

It has encouraged new ways of working from home, collaboration and information sharing. Today an accountant sitting at home can audit the books of a company based in another country, on a server situated in a third country that is remotely maintained by IT specialists in a fourth.

The internet has helped develop a huge outsourcing industry. The companies can now outsource their non core business activities to specialized people at any corner of the world and get it done economically. For example: The Airline in USA can outsource their ticketing and booking facilities to a call center situated in India. Internet can be regarded as one of the major driving force of globalization and development of industry.

(306 words)

Answer to Question No. 1(b)

From Net-Shopping to E-commerce

Shopping on the internet is becoming increasingly popular. More and more goods and services are being bought on it. But one cannot buy everything on the net as it has

its limitations. Studies reveal that finished goods and appliances such as books, gifts, music cassettes and computer peripherals enjoy a good market on the net. However the days of traditional shopping are not over. Buying in a store is still preferred in places like India particularly when one is looking for household goods or furnishing one's wardrobe. Such shoppers enjoy the personal attention to range and convenience of net shopping. It is also influenced by cultural considerations. More Americans are likely to order groceries on the net than Indians ever would. However, net-shopping is gradually evolving into full-fledged e-commerce. It is spreading to trading in stocks as well as real estate. Auctions, which enable people to find buyers for their obsolete goods have caught everyone's attention. The real benefit lies in business-to-business transactions.

(163 words)

Question No. 2

(a) Attempt the following as directed against each:

- (i) Persons working jointly on an activity or project is called _____. (Fill in the blank space using appropriate word— collaborator/ contractor—to convey the correct meaning.)
- (ii) Bring me _____ apple. (Use an indefinite article to fill in the blank.)
- (iii) Would you kindly fix an appointment with Mr Sharma (Punctuate the sentence.)
- (iv) The motto of the market was let the buyer beware, now it is customer is king. (Use quotation marks.)
- (v) FICCI stands for _____.
- (vi) I go to office everyday. (Change to future tense.)
- (vii) What does 'ab origin' stands for? (Choose the correct answer-originate/ from the origin.)
- (viii) Add prefix to the word contra.
- (ix) For a detailed explanation on ultra vires acts refer to Chapter 9 p. 69. (Use correct bracket— { } / < > / ().)
- (x) Xus or Xg means _____. (Choose the correct answer- killed in action/ Christ.) (1 mark each)

(b) Choose the most appropriate answer from the given options in respect of the following :

- (i) The French abbreviation nom. stands for :
 - (a) nomination
 - (b) nomenclature
 - (c) nominative
 - (d) nomadic
- (ii) The rising generation means :
 - (a) the young people
 - (b) the rising people

- (c) *the competitive people*
(d) *none of the above*
- (iii) *Abhor means :*
(a) *adore*
(b) *affection*
(c) *loathe*
(d) *ardor*
- (iv) *The scientific science and study of birds is called :*
(a) *ornithology*
(b) *zoology*
(c) *botany*
(d) *none of the above*
- (v) *A body elected or appointed for a particular work is known as :*
(a) *ad hoc*
(b) *a la mode*
(c) *ad libitum*
(d) *au fait*

(1 mark each)

Answer to Question No. 2(a)

- (i) collaborator
(ii) an
(iii) Would you kindly fix an appointment with Mr. Sharma.
(iv) The motto of the market was "let the buyer beware", now it is "customer is king."
(v) Federation of Indian Chambers of Commerce and Industry
(vi) I will go to office daily
(vii) from the origin
(viii) contravene
(ix) For a detailed explanation on ultra vires acts refer to Chapter 9 (p. 69).
(x) Christ.

Answer to Question No. 2(b)(i)

- (c) nominative

Answer to Question No. 2(b)(ii)

- (a) the young people

Answer to Question No. 2(b)(iii)

- (c) loathe

Answer to Question No. 2(b)(iv)

- (a) Ornithology

Answer to Question No. 2(b)(v)

- (a) adhoc

Question No. 3

- (a) *Make sentences of your own using the following words/phrases/idioms to bring out their meanings :*

(i) *To sail under false colours*

(ii) *To give a broadside*

(iii) *Part and parcel*

(iv) *Bad debts*

(v) *Penelope's web*

(1 mark each)

- (b) *Give antonyms and synonyms of the following words :*

(i) *Candid*

(ii) *Onerous*

(iii) *Caustic*

(iv) *Virtue*

(v) *Meagre*

(2 marks each)

Answer to Question No. 3(a)

- (i) *To sail under false colours* : In our country, a smuggler *sailing under the false colours* of a socialist will never be exposed.
- (ii) *To give a broadside* : The Prime Minister bore all criticism with patience and then *gave a broadside* that silenced all criticism.
- (iii) *Part and parcel* : Hard work is a *part and parcel* of success.
- (iv) *Bad debts* : Every year companies compile a list of *bad debts* and write them off.
- (v) *Penelope's web* : A housewife's chores are a *Penelope's web* .

Answer to Question No. 3(b)**(i) Candid**

Antonyms : Guarded

Synonyms : Frank

(ii) Onerous

Antonyms : Easy

Synonyms : Burdensome

(iii) Caustic

Antonyms : Suave

Synonyms : Sarcastic

(iv) Virtue

Antonyms : Vice

Synonyms : Asset

(v) Meagre

Antonyms : Plentiful

Synonyms : Scanty

PART B**Question No. 4**

(a) *State with reasons in brief, whether the following statements are correct or incorrect. Attempt any five :*

(i) *Culture is the foundation of communication.*

(ii) *Time also communicates in business.*

(iii) *Colour does not communicate.*

(iv) *Hearing is the same as listening.*

(v) *Use active verbs and active voice in your sales letters.*

(vi) *There is only one standard format in which a business letter can be written.*
(2 marks each)

(b) *Discuss in brief the requirements of effective written communication ?*
(10 marks)

OR

(b) *What factors determine the choice of means and modes of communication ?*
(10 marks)

Answer to Question No. 4(a)(i)**Correct**

The word culture comes from the Latin root colere (to inhabit, to cultivate, or to honor). Culture integrates the pattern of human knowledge, belief, and behaviour for learning and transmitting knowledge to succeeding generations.

Answer to Question No. 4(a)(ii)**Correct**

Time, more than ever has occupied important place in today's world. In corporate sector even a minutes' delay may mean a loss of opportunity. This means that time is as important as money. Money once lost may still be re-earned but not the time.

Answer to Question No. 4(a)(iii)**Incorrect**

Colour is a powerful means of communication because of its visual impact. The red, yellow and green colours of traffic signal do convey meaning.

Answer to Question No. 4(a)(iv)**Incorrect**

Hearing is the physical capacity to sense sounds, whereas listening is required to perceive meaning and achieve understanding.

Answer to Question No. 4(a)(v)**Correct**

Active language is particularly important in sales letter because it focuses on the writer and makes him assume responsibility. The passive voice is more useful while framing rules and regulations.

Answer to Question No. 4(a)(vi)**Incorrect**

A business letter can be written in any one of the three formats-full block, modified block and semi-block.

Answer to Question No. 4(b)

Organisations have to depend mostly on written communication either to maintain a link with the different entities within the organisation or with the outside world. It has been observed that executives of the organisations spend much of their working hours on written communication to maintain inter-departmental and intra-departmental links as well as link with the external bodies. In this matter they depend upon letters, circulars, notes and explanations, memorandums, reports, etc. However, they have to keep in mind that the receivers remain widely distributed among common people, working class and experts.

Therefore, the transmitter of written communication has to pay adequate attention to certain important factors which form the requirements of effective communication:

(i) *Appropriate Words*

Words may bring you praises or alternatively rebukes and misunderstanding. Much depends upon how and when you have used the words. For instance, you write a letter to your superior as "Kindly get this matter done at the earliest." Your superior may not like it as it smacks of an order by you. Instead you may write: "Will you please take necessary action as you may deem necessary in the matter." There is a lot of difference.

(ii) *Clarity of ideas*

Clarity of ideas is a precursor for effective communication. Use of 'may', 'seem',

etc. always suggest uncertainty and should be used only where warranted by facts and circumstances.

(iii) *Inoffensive Language*

Inoffensive language is a sure way to building goodwill and reputation. Especially while writing business or while communicating within the organisation one should try to be as inoffensive as possible. Offensive language begets hatred, enmity and ill-feeling.

(iv) *Lucid Style*

'Style' is personal to an individual. There are executives who cultivate a style of writing from which they rarely depart. But style has to be uniform and lucid.

(v) *Coherent Presentation*

Coherent presentation is a virtue. In business, it is a virtue to be coherent while writing (or even while talking). Coherent writing facilitates easy understanding.

Answer to Alternate Question No. 4(b)

Choice of Means and Mode of Communication

Choosing the right means and mode of communication plays a vital role in the effectiveness of the message being communicated and such choice depends on various factors such as:

- (i) *Organisation size and Policy* : If the organisation is small, probably more communication will be oral, than in larger organisations where it may be in writing. The policy for communication also would play a major part in influencing one's choice of mode of communication.
- (ii) *Cost Factor*: The main point to be considered here would be to evaluate whether the cost involved in sending the message would be commensurate with the results expected.
- (iii) *Nature of Message* : Whether the message is confidential in nature, urgent or important etc., and whether a matter would require hand-delivery or be sent by registered post etc. also influences the choice of mode and means of communication.
- (iv) *Distance Involved*: Where the message is to be sent is also another vital factor which could influence the choice of means and modes of communication. For example, if a letter is to be sent to a partner in a joint venture in Japan and it is urgent, you would not think of sending someone to personally deliver it.
- (v) *Resources* : The resources available to both the sender and receiver would also influence your choice. You can only send a fax if the other person/organisation has a fax machine.

Therefore, as can be seen the choice of a particular mode and means of communication will depend on a case to case basis and is influenced by various factors.

Question No. 5

Attempt any three of the following :

- (i) Draft a letter (body only) declining the offer of appointment and stating the reasons thereof. (5 marks)
- (ii) Write a short note on Fax messages. (5 marks)
- (iii) Draft a telegram to a candidate expressing your inability to offer the post of Deputy Secretary in your organization. Also state that his candidature will be considered for some other suitable opening in future. (5 marks)
- (iv) What all purposes does an invoice serve ? (5 marks)

Answer to Question No. 5(i)

This is with reference to your letter Ref. SA/34/2009 dated November 2, 2009. I regret my inability to take up the appointment, as I have been selected for a job in the U.S.A.

I, however, thank you for evincing interest in my candidature.

Yours faithfully

Sd/-

R. Sundaram

Answer to Question No. 5(ii)**Fax Messages**

Fax is the abbreviated form of the word, facsimile. It means the transmission of an exact copy of a document. It is generally done through a fax machine. The machine first scans the document and then transmits the copy to the fax machine at the other end through the telephone line with which it is connected. The document is printed on a roll of paper. The cheaper variants use thermal paper but the print tends to disappear after some time. The plain paper fax machines are relatively expensive.

The fax machines have several features. Abbreviated dialing helps store commonly used numbers and allow one digit dialing for ease. Delayed transmission enables us to send faxes during odd hours and pay lower tariffs. Auto cutter keeps the paper roll in fine shape.

Fax has a definite advantage over telex. Telex machines only allow exchange of text while fax can send pictures, graphics or designs as well. In addition, one does not need a leased line since a fax machine can be connected to any telephone line. It is also possible for smaller organisations to use the same line for making calls and receiving faxes, though not at the same time. Such numbers are often listed in letterheads as Telefax.

Answer to Question No. 5(iii)

REGRET INABILITY TO OFFER DY. SECRETARY POST(STOP) WILL CONSIDER FOR SUITABLE OPENING IF ANY IN FUTURE (STOP)

Answer to Question No. 5(iv)**Invoice**

It is a document giving full details of goods being shipped, prepared by the exporter & sent to the importer.

An Invoice may serve many purposes:

- (i) It gives an accurate description of goods being sent and the prices to enable the buyer to check them.
- (ii) It states the total amount payable for the convenience of the buyer.
- (iii) The regular customers enter it in their account books and pay at the end of the credit period.
- (iv) It transfers the ownership of goods and helps in calculation of duties and taxes payable on them.
- (v) An Invoice is a valid legal document in case of a dispute regarding payment.

Question No. 6

Attempt any three of the following :

- (i) *Your cheque has been lost in mail. Write a letter (body only) asking your bank to stop the payment of the cheque. (5 marks)*
- (ii) *Draft an advertisement (body only) inviting applications for the post of a driver. The applicant must be fluent in English and Hindi language and must be able to drive both Indian and Foreign Cars. (5 marks)*
- (iii) *Write a letter (body only) to the shareholder who has complained about the non-receipt of share certificates. (5 marks)*
- (iv) *An employee in your organization has passed away. Draft a circular informing the employees that the office will remain closed as a mark of respect to the deceased employee. (5 marks)*

Answer to Question No. 6(i)

We issued the cheque bearing number 456611 dated 7th December, 2009 in favour of ABC Enterprises. The amount of the cheque drawn on your branch is Rs. 55,678/- only.

Please stop payment of this cheque as it has reportedly been lost in mail.

We shall issue a duplicate cheque on getting your confirmation that you have received this instruction.

Yours faithfully,

Answer to Question No. 6(ii)**DRIVER****Rs. 6500 per month**

The candidate must be smart, experienced and qualified to drive both foreign and Indian cars. The applicant should be fluent in English. He will be posted at Mumbai but

will accompany senior Executives and foreign dignitaries on outstation duties. Those having experience in handling embassy cars would be preferred.

Applications should reach the undersigned on or before 12th December, 2009.

Manager (Personnel)

Industrial Lining Limited

17, D.N. Road, Mumbai-400 005"

Answer to Question No. 6(iii)

Dear Sir,

I was informed vide letter No 11/48/2009 dated 22nd August 2009 that 500 shares have been allotted to me. It is more than 3 months now and I have not yet received the share certificates. Would you please look into the matter and arrange for an early despatch of the share certificates to me.

Answer to Question No. 6(iv)

MANGALDOSS GARMENTS LTD., PUNE

13th November, 2009

Circular No. 200/2009

As a mark of respect to the deceased employee, Shri Gopichand, Senior Assistant, the office would remain closed on 14th November, 2009.

Sd/-

Dendayal Upadhaya
Administrative Officer
