

Time: 3 Hrs

Max. Marks: 60

**Note: Section A is Compulsory. Attempt any four Questions from section B and two questions from Section C.**

## Section A

2\* 10

- Q1 **Write Short notes on the following:**
- What is an index?
  - What is an Appendix? Why is it added and where is it placed in a report?
  - What are major components of an oral presentation?
  - Write any two References of Books.
  - What are the limitations of a report?
  - What does an abstract of a research article contain?
  - How do you write a Professional Objective?
  - What two things must be avoided while preparing a resume?
  - What is a draft?
  - What is the right format for writing research paper References. Explain with two examples.

## Section B

- Q2 "A resume does not get you a job... but a resume does get you an interview" Do you accept this viewpoint. Explain. 5
- Q3 What constitutes the supplementary material of a report? 5
- Q4 What are the essentials for effective business correspondence? 5
- Q5 What constitutes the body of a report? 5
- Q6 "Planning a letter is as important as writing a letter" Do you agree? 5

## Section C

- Q7 Write an essay on any one of the following: 10
- Changing Retail Scenario in India
  - No pains , No gains;  
No Thorns, no Roses
  - The Future of E-Banking in India

- Q8 Write a précis of the following and suggest a suitable title: 10

Internet has revolutionized business and society all over the globe, enabling more and more organizations to become networked and share resources. The continuous economic liberalization and globalization process is drastically changing the way we conduct and expand our business. Countries started becoming borderless and this process gathered pace with the introduction of new technologies. Technologies related to telephones, televisions, computers and data transmission channels evolved with the help of satellite technologies in providing the consumer easy and quick access to information and knowledge. The addition of Internet is a boon to marketers in boosting the sales of their products and services. Naturally, these developments demand the marketers to review their marketing techniques. The advent of the Internet and its commercial explosion over the past decade has had widespread implications for business and society. The Internet has already had a huge impact on business all over the globe.

- Q9 Write a letter placing an Order with a dealer for purchasing ten cabinets for your office? 10