

**Q.5) Draft the following letters :- (Any 4):**

(20 M)

- 1) You wish to take admission for a postgraduate course in Business Administration from a Canadian University. Draft the Statement of Purpose.
- 2) Draft a letter of recommendation for your junior who is applying for the post of Senior Sales Officer at Tata Textiles.
- 3) You had received an offer for the position of an Administrative Officer in a private company. Draft your reply accepting the offer.
- 4) Mr. Ramesh Shah plans to relocate to Pune for personal reasons. Draft a letter of resignation.
- 5) Mr. Naresh Singh of the Accounts Department has worked overtime and achieved his sales target. Draft a letter appreciating him.

**Q.6) Write a paragraph in about 150 words :- (Any 1):**

(5 M)

- 1) The India of my dreams
- 2) School Days

**Q.6) Read the following situation carefully and answer the questions :-**

(5 M)

Mr. Rajat Gaur, the newly appointed branch manager at Reliable Banks, believed that matters concerning the working of the bank must be routed through the various channels of hierarchy. He did not encourage staff to meet him. As a result a lot of time was spent in matters being dealt with at various levels of the hierarchy before finally reaching Mr. Rajat. This created dissatisfaction among staff, also delayed decision making affected the bank's working.

- 1) Identify and explain the problem in the channel of communication that Mr. Gaur practices. (3)
- 2) How can the problems that the staff face be overcome, according to you? (2)

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**Duration: 3 HOURS**

**B615NCI**

**Marks:- 100**

**Note:- 1) All questions are compulsory**

**2) All questions carry equal marks**

**3) Figures to the right indicate maximum marks.**

**Q.1A) Fill in the blanks with suitable options :- (Any 10)**

**(10 M)**

- 1) Business is a \_\_\_\_\_ activity.  
a) Organized                      b) Social                      c) National
- 2) \_\_\_\_\_ is concerned with expansion of markets.  
a) Commerce                      b) Industry                      c) Research
- 3) WTO replaced GATT in the year \_\_\_\_\_.  
a) 1955                      b) 2000                      c) 2005
- 4) \_\_\_\_\_ environment is influenced by economic policies of the government.  
a) Economic                      b) Socio - Economic                      c) Demographic
- 5) Customers form a part of \_\_\_\_\_ environment.  
a) Micro                      b) Macro                      c) Internal
- 6) \_\_\_\_\_ is required for tax deduction at source.  
a) TAN                      b) DIN                      c) TIN
- 7) Analysis of competitor's strategies is an element of \_\_\_\_\_ environment analysis.  
a) Internal                      b) External                      c) International
- 8) The most successful entrepreneur are the \_\_\_\_\_.  
a) Innovators                      b) Decision makers                      c) Procrastinators
- 9) \_\_\_\_\_ scheme is specially meant for women entrepreneurs.  
a) TREAD                      b) MDA                      c) DBK
- 10) Feasibility studies \_\_\_\_\_ business potentially.  
a) Calculation                      b) Estimate                      c) Forecasts
- 11) Business and its environment are \_\_\_\_\_.  
a) Separable                      b) unrelated                      c) in separable
- 12) \_\_\_\_\_ agreement is concerned with liberalization of international investment.  
a) TRIMs                      b) TRIPs                      c) Agreement of agriculturè

**Q.1B) state whether following statements are true or false :- (Any 10)**

**(10 M)**

- 1) The traditional concept of business place emphasis on customer satisfaction.
- 2) Production refers to conversion of inputs into finished products.
- 3) ASEAN consists of nations belonging to south Asia.
- 4) Environment is an integral part of business.
- 5) The project report is of importance only to the entrepreneur.
- 6) Law and order situation is an important factor to be considered in plant location.
- 7) Intrapreneurs is an entrepreneur within an existing organization.
- 8) Only economic factors contribute to the growth of entrepreneurs.
- 9) India's export reduced due to globalization.