

- Note:**
1. All questions are compulsory with internal options.
  2. Figures to the right indicate full marks.
  3. Draw neat diagram wherever necessary.
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- Q.1 Explain the following concepts. (Any five) (15)**
- (a) Soft News
  - (b) Lead
  - (c) E-mail
  - (d) Circulars
  - (e) RTI
  - (f) Body copy
  - (g) Sub-Headline
  - (h) News Report

- Q.2 Answer the following questions. (15)**
- (a) Write a news report on a string of robberies/break-ins taking place at a popular housing society.
  - (b) Discuss in detail the format/components of a report.

**OR**

- Q.2 Answer the following questions. (15)**
- (c) Write a report on the Annual Sports Day organized by your college for the students.
  - (d) Elaborate on paraphrasing and how it is used in communication.

- Q.3 Answer the following questions. (15)**
- (a) You are a manager at a popular bookstore. You ordered 500 books from Success Publication for your store. But when you received the delivered package 100 books were torn. Write a Complaint Letter to Success publication asking for a replacement or request them to give you a refund.
  - (b) Define e-mail etiquette. Suggest rules and tips to overcome problems in e-mail communication.

**OR**

- Q.3 Answer the following questions. (15)**
- (c) Draft a letter addressed to The President, District Consumer Redressal Forum, Sudarshan Building, Gokhale Road, Dadar, Mumbai complaining about a defective washing machine that was sold to you by Popular Electronics, Lamington Road, Mumbai.
  - (d) Explain the concept of cohesion and coherence in writing.

- Q.4 Answer the following questions. (15)**
- (a) You had applied for a Passport three months back and have not received any updates about it. Write an RTI query asking about the status of your application, the process of issuing a Passport, and time taken for the same.
  - (b) Draft a Notice and Agenda for the 29<sup>th</sup> AGM of Good Luck Exports Ltd.

**OR**

Q.4

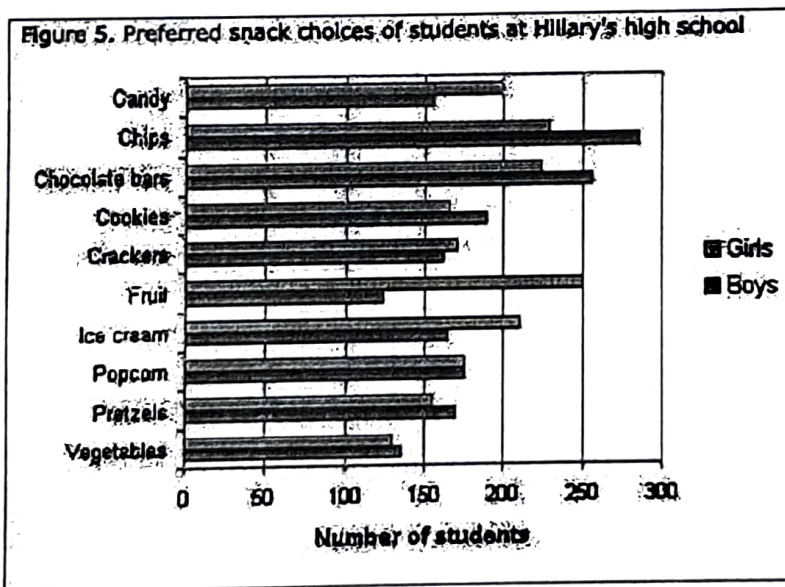
Answer the following questions.

(15)

(c) Summarize the following passage:

There are five steps to achieve peak performance. The first step is to lead a well-balanced life – work hard but know when and how to relax and enjoy your life. The second step is to choose a career you love since internal satisfaction gives better results and rewards. Make your dream your career and work will never feel like a burden ever again. The next step is to rehearse a task mentally before actually doing it. Visualization is a powerful technique and can be easily implemented for all types of tasks – big and small. Another step is not to be a perfectionist but to be a risk-taker, to pursue results and learn from your mistakes. High performers never underestimate themselves; rather they concentrate on their capabilities. Be a good observer and you are sure to learn every step of the way. Lastly, compete only with yourself, not with others.

(d) Write a paragraph on the bar chart given below depicting the preferred snack choices of students at Hillary's High school.



Q.5

Write a short note: (Any THREE)

(15)

- Functions of a Sales Letter
- AIDA
- Press release
- Notice and Agenda
- The language and writing style of a Circular