

BUSINESS COMMUNICATION AND OFFICE
MANAGEMENT

(For those who joined in July 2003 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

Answer not to exceed 1 page.

1. What is business communication? Explain its need in modern era.
2. State the points to be borne in mind while writing status enquiries.
3. Under what circumstances circular letters are drawn?
4. Draft an application for the post of computer programmer in a reputed organization.
5. Write a note on :
 - (a) Warning note.
 - (b) Office Memorandum.

6. Define the term office system. State the principles involved in it.
7. Suggest measures for ensuring office safety.
8. Discuss the advantages of urban location vis-a-vis a suburban location of an office building.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

All questions carry equal marks.

Answer not to exceed 3 pages.

9. Discuss the need for and importance of stationery and supplies in office work.
10. Describe the pros and cons of centralized filing.
11. Draft a letter as from a new customer to the prospective creditor giving two references. Also draft the letter from the creditor to one of the references taking the reference.
12. Explain the style and mechanics of report writing.
13. State and explain the guidelines for good lighting system in an office.
14. Classify filing systems with suitable illustration.

ECONOMIC ANALYSIS

(For those who joined in July 2003 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

Answer should not exceed 1 page.

1. 'Economics is a science of wealth' – Discuss.
2. Explain the relationship between marginal utility and total utility.
3. Define land. State its peculiarities.
4. Enumerate the causes of operation of increasing returns.
5. Bring out the differences between fixed cost and variable cost with an illustration.
6. Write an elaborate note on time element.
7. Point out the characteristics of perfect competition.
8. What are the elements of gross interest?

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

All questions carry equal marks.

Answer should not exceed 3 pages.

9. Explain the concept of national income. Point out the difficulties involved in the computation of national income.
 10. Critically examine liquidity preference theory of interest.
 11. Discuss the modern theory of wages.
 12. Explain diagrammatically the price and output determination under monopoly.
 13. Describe the functions of an entrepreneur.
 14. What are the merits and drawbacks of deductive method?
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