

**MAY 2016**

**P/ID 77921/MBS2N**

Time : Three hours

Maximum : 100 marks

**PART A — (10 × 3 = 30 marks)**

Answer any TEN questions.

1. What does the term 'Agency' refer to in the context of business?
2. Define banking correspondence.
3. Give the meaning for the following : C& F, F.O.B; C.I.F.
4. Mention the categories into which the secretarial correspondence can be classified.
5. Why is Agenda also called business?
6. What are the different types of minutes?
7. What are oral and written reports?
8. How should a good report be?
9. When can memos be used?
10. What are notices circulated?
11. What makes an E-Mail different from other means of communication?
12. Explain Cloud-Based video conferencing.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions.

13. What facts should be included in a letter offering an agency?
14. Why is it desirable to get goods or property insured?
15. A director who could not attend a Board meeting wants to know why his suggestion for extension of the company's activities into retail business was not accepted by the Board. As secretary, draft a suitable reply.
16. Using necessary information, draft a specimen minutes of an annual general meeting.
17. Draft a memo to one of the clerks who has huge arrears of work pending with him.
18. What are the characteristics of a good report?
19. What is the impact of video conferencing on the general public?

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions.

20. A customer of your bank has applied for a loan of 4,00,000 against an old building and some shares. As the manager of the bank, write a tactful reply regretting your inability to grant the loan applied for.

21. As the secretary of a company draft a letter to the shareholders giving them a brief assessment of the present working of the company as well as the future prospects.
22. Write a report of a committee to the management on the working of the rural branches of a bank.
23. Write a precis of the following :

The inevitable effect of mechanical production is uniformity, and although uniformity may lead to monotony, it need not lack beauty. In fact modern improvement in popular taste is mainly the result of better design in standardised goods, and the average shopper is buying better designed goods, because those goods are accessible, because the problem of taste has been solved for him. Good taste is not always inborn and most people manage to get along without it. It is fortunate, therefore, that so many of the necessities of life are now chosen for us by experts. Even among luxuries, the margin for personal taste is constantly being reduced. But it is better to be forced to choose from a limited range of good designs than to have freedom of choice among bad ones. It cannot be denied, for instance, that good taste has been pushed to its logical conclusion in the design of automobiles. Yet here variety is deliberately limited. The “models” of the various

manufacturers are standardised, and personal taste is confined to the choice of the gadgets, upholstery and colour, again from a limited range. These restrictions are common to all mass-produced goods.

Standardisation does not destroy taste-it standardises it-and it remains to be seen whether in a mechanised world individual taste will die of lack of exercise. Up to now variety has been saved from extinction by competition. And if modern commerce insists upon increased turnover, and in this way, favours uniformity, it also, and somewhat paradoxically, stimulates a desire for variety. And competition sees to it that the more individual shopper is not neglected. For as the big stores and the multiple shops are forced more and more to rationalise and, therefore, to standardise, the satisfying of whim and culture is left to the smaller speciality shop.

24. How are Websites useful for promoting business?

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