

नामांक			Roll No.			

No. of Questions — 3

SS—34-2—T.W. (English)

No. of Printed Pages — 7

SENIOR SECONDARY EXAMINATION, 2010

(OPTIONAL GROUP III — COMMERCE)

TYPEWRITING IN ENGLISH

Time : One Hour

Maximum Marks : 60

GENERAL INSTRUCTIONS TO THE EXAMINEES :

1. Candidate must write first his / her Roll No. on the question paper compulsorily.
2. Type only on one side of the paper using double space.
3. 8 marks have been reserved for the proper form and display.

1.

Marks : 28

Display : 02

 Total : 30

ESSENTIAL OF A GOOD BUSINESS LETTER

In practice, a business letter sent by an enterprise, in a way represents the sender before the receiver of the letter. If a business letter succeeds in achieving its objective, it can certainly be called a good business letter. Thus, keeping in mind the objective, it should be a constant practice and effort to write a business letter in a way that it maintains its greatness and quality. A good business letter is generally expected to contain the following characteristics :

OBJECT ORIENTED : A good business letter should essentially contain the characteristic that the subject-matter is object oriented i.e. it helps in achieving the main objective. Therefore, the letter should be written with the sole purpose of concentrating everything on attaining the objective(s) of the organisation.

EFFECTIVE LANGUAGE : The language used in the letter, the sentence structure and the presentation should be such as may win the heart of the reader and leave a deep impression on him. Language without feeling and politeness may distort the very purpose of writing the letter. The letter should be written with the receiver of the letter in mind.

COURTEOUS : In a way, a business letter plays the role of the representative of an organisation. Therefore, the style of writing the letter should be simple and straightforward so that the reader can easily

understand the basic meaning. Moreover, the language of the letter should be courteous and respectable. It is well said, "Courtesy begets courtesy."

CLARITY : Every aspect of the letter should be so clear that even a person with ordinary understanding can grasp the substance of the letter by reading it. The letter should not contain any understated facts and ambiguous information. Ambiguity of any kind is the biggest fault of a business letter and should be avoided at all cost. Ambiguity is generally created by the use of long winding sentences and choice of inappropriate and unimpressive words and phrases. This should always be avoided. Clarity is the essence of a business letter.

CORRECTNESS : Special attention should be paid to the correctness of language and use of standard terms and phraseology. All the contents and the facts mentioned in the letter should be correct and true and there should be no place for untruths and irrelevant facts in the letter. False and baseless facts and references only create distrust, ill-will and bitterness. Special attention should also be paid to correctness of language in letters written in response to complaints from consumers.

POLITENESS : Politeness, on its own, transforms ill-will and enmity into friendship. Politeness should be fully reflected in the letter because politeness firms up the ground for business deals. A polite business letter helps in convincing.

CONCISENESS : Keeping in mind the basic objective of the letter, effort should be made to keep the subject-matter of the letter as concise as possible. Recognising the value of time the conciseness of the letter

should be maintained as it is convenient both for the writer and the reader/receiver. In order to bring conciseness to the letter, attention should be paid to the following points :

- (i) Make a minimum use of idioms and phrases, proverbs and ornamental language.
- (ii) Irrelevant facts and matters should not be mentioned in the letter.
- (iii) Before sending the letter, it should be reviewed and all unnecessary and repetitive matter should be removed.

COMPLETENESS : All the aspects related to the main objective should be included in the letter. Important facts and details should not be left out of the letter in the name of conciseness or the understanding of the reader taken for granted. For example, clear mention should be made about the type and quality of goods, their quantity, price and value and packaging etc. in letters related to sale and / or purchase otherwise differences may arise between the seller and the buyer, leading to unnecessary correspondence and disputes.

EFFECTIVENESS : The effectiveness of a letter is manifest when the reader responds to it as expected. If the letter is meaningful, simple, complete in all sense, concise, courteous and polite, the effectiveness of the letter will certainly get strengthened. The style of writing and the language of the letter play an important role in making the letter more effective. The effectiveness of the letter increases if the interest of the reader are taken care of and due importance is given to his feelings and thinking.

2. Type the following letter in proper order and proper display :

Marks : 12

Display : 03

Total : 15

WESTERN SHOES CO.

(Wholesale Shoe Merchant)

e-mail : westernshoes@gmail.com

Tel. No. : 02299290

No. WS/7775

Code No. : ADB

C/II-18, Amar Complex,

Nehru Bazar,

New Delhi.

9 January, 2010

The Manager,

Bharat Shoe Store,

Station Road,

Ahmedabad (Guj.)

Ref. : Regarding your letter No. 223 dated 4 Jan., 2010

Dear Sir,

Received your letter No. 223 dated 04 January, 2010. We regret the inconvenience caused to you unnecessarily due to the oversight of our workers.

On investigating into the matter, we have learnt that this fault has been caused due to carelessness of our workers in the packing department. In a hurry, without properly understanding the order, they packed Gold and Extra Gold ladies chappal in place of Ruby and Diamond chappals. Now, after checking the goods properly as per your order, we have today dispatched the same by passenger train. Railway receipt No. 113 is enclosed herewith.

As regard the goods supplied to you wrongly, we would like to state that if you want to keep the same, we can offer you 10% extra commission. If you are not agreeable to keep the said goods on the basis of this extra commission, you may please return the same by passenger train immediately and inform us the expenses incurred by you so as to settle the issue urgently.

We apologize for the inconvenience caused to you due to the mistake of our workers and assure you that such mistake will not be repeated in future.

Enc. : Railway Receipt

Yours faithfully,

Sd/-

(Gopal Krishan)

Manager.

3. Type the following table in proper order and proper display :

Marks : 12

Display : 03

Total : 15

M/s. INDIAN OIL FACTORY, Kolkata

Month-wise sale during the period 01. 04. 08 to 31. 03. 09

(Rs. in lakhs)

Months	Sesamum Oil	Groundnut Oil	Mustard Oil	Cotton Oil	Coconut Oil
April, 08	22.98	42.78	12.04	0.98	3.98
May	43.09	17.77	44.87	44.12	7.61
June	63.94	84.11	7.51	33.05	2.6
July	94.6	87.78	2.91	40.56	0.58
August	78.94	99.61	4.44	57.71	4.94
September	21.56	65.27	10.77	5.56	10.09
October	24.08	43.33	4.61	88.91	13.56
November	85.56	77.40	10.12	64.89	11.38
December	91.10	72.05	43.81	76.43	4.88
January, 09	105.89	99.43	88.91	61.9	22.81
February	91.99	82.43	71.56	47.09	0.88
March	72.88	49.01	67.77	33.76	18.77

Daksh Rao

Managing Director