

NATIONAL INSTITUTE OF TECHNOLOGY - TIRUCHIRAPPALLI

DEPARTMENT OF HUMANITIES

HM 102 - PROFESSIONAL COMMUNICATION

Time: 60 mts.

25th Feb, 2014

I Cycle Test

8-9 am

Marks 20

ALL THE QUESTIONS CARRY EQUAL MARKS

Q.1. The following is a jumbled form of a business letter. Construct the letter by rearranging it in the appropriate format. **[10 x 1/2 =5]**

[1] If we find the prices and the terms of payment satisfactory, we would place our orders for three each of the above-mentioned items.	[2] Dear Mr. Manohar Lal	[3] As we need these items immediately, your early reply in this regard will be appreciated.
[4] VICTORY TRAINING INSTITUTE Patel Marg, Sitapura New Delhi – 110031 Telephone : 011- 55667788	[5] Sincerely yours, Vikram Mehta Purchase Manager.	[6] We have recently opened our sister institutions at Kamala Nagar, Greater Kailash and Defence Colony in New Delhi and we would like to procure colour printers and USB hard drives, for these branches.
[7] May 16, 2013	[8] You may recall that when I had inquired over phone about the products today, you informed me that these items are available in stock for immediate delivery.	[9] Mr. Manohar Lal Sales Manager Sleek Computers Private Limited 51, Gandhi Park Road New Delhi – 110051
[10] Kindly send me the quotation for these two items with the model number with all details, price and also the terms and conditions for payment		

Q.2 Use the following template to construct a cover letter. Details may be assumed. **[10 x 1/2 = 5]**

- Your contact Information
- Date
- Employer contact information
- Salutation
- Body of Cover Letter- Paragraph 1
- Paragraph 2
- Paragraph 3
- Complimentary close
- Signature
- Enclosure

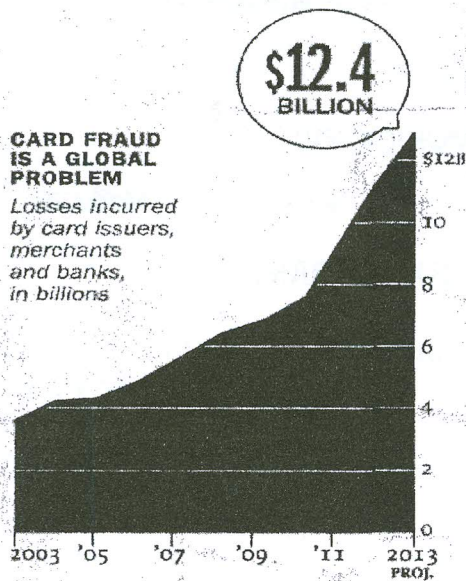
Q. 3 Modify the following sentence or phrase in a language that is acceptable while writing business letters. **[5 x 1 =5]**

1. If you want more information about my suitability for the job I shall provide a PPT presentation also.
2. Your most affectionate applicant.
3. We are happy to inform you that we would be able to give you a discount of 5% on bulk orders.
4. We are terribly disappointed at the quality of service that your company has provided with respect to the installation.
5. Let me warn you that this kind of irresponsible behaviour will compel us to drag you and your company to the court for hefty damages.



CARD FRAUD IS A GLOBAL PROBLEM

Losses incurred by card issuers, merchants and banks, in billions



Q. 4. The graph and figures relate to the threats faced by net-bankers as well as users of credit cards. It presents a disturbing trend in the sphere of global banking prompting the testing of new technologies like chip-embedded cards or EMV that beats fraudsters.

Prepare a report (not exceeding 200 words) about the seriousness of the threat to users of credit cards.

Note: The text of each segment is reproduced for ease of comprehension.

Segment 1: Losses incurred by card issuers, merchants and banks, in billions.

Segment 2: In 2013, the U.S. accounted for an estimated:

Segment 3: US transactions volume by payment type, in trillions.

IT HITS THE U.S. ESPECIALLY HARD

In 2013, the U.S. accounted for an estimated:

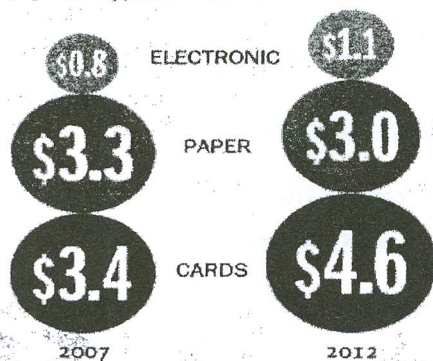
25%
OF GLOBAL CARD TRANSACTIONS

44%
OF GLOBAL CARD LOSSES

Electronic includes preauthorized and remote payments. Paper includes cash, checks and money orders. Cards include debit, EBT and prepaid cards. Source: Nilson Report.

AND IT MAY WORSEN WITHOUT MORE CARD SECURITY

U.S. transaction volume by payment type, in trillions



Electronic includes preauthorized and remote payments
 Paper includes cash, checks and money orders
 Cards include debit, credit, EBT and prepaid cards
 Source: Nilson Report