Skillshort

Self-Study Preparation Pack

CSEET

Paper 1: Business Communication (subjective)

Mock Test 2 – Full Paper with Model Answers

ICSI CSEET pattern (as in June 2026): 100 marks · 3 hours (+15 min reading) · Q1 compulsory + any five of Q2–Q8 · Original Skillshort questions

Time: 3 hours | Max marks: 100 | Model answers follow the question paper

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This subject pack has 6 parts

1 Chapter-wise notes

2 Important topics & weightage

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Prepared by Skillshort for self-study. Original explanations and questions; not an official ICAI/ICMAI/ICSI publication. Items marked VERIFY should be checked against the latest official material.

Question Paper

Instructions: Question No. 1 is **compulsory**. Attempt **any five** of the remaining seven questions. Assume necessary details in drafting questions and state them. Time allowed: 3 hours. Maximum marks: 100.

QUESTION Question 1 (compulsory)

(a) Read the case and answer. (8 marks)

Meera Consultants has staff from India, Japan, Germany and the UAE working in one team. At a recent team lunch an Indian manager joked about a colleague's accent, a German member was annoyed because the meeting started 20 minutes late, a Japanese colleague did not speak up although she disagreed, and a team member scheduled a video call on Friday afternoon, which is part of the weekend for the UAE office. Explain the **etiquette to be followed in a multicultural workplace**, with reference to the case.

(b) Explain: (i) Bonus shares (ii) Rights issue (iii) Working capital (iv) Joint venture (v) Mortgage (vi) Franchise (vii) Insolvency (viii) Blue-chip shares. (8 × 1 = 8 marks)

(c) Give the meaning of these idioms: (i) to break the ice (ii) in black and white (iii) once in a blue moon (iv) to see eye to eye. (4 marks)

QUESTION Question 2

(a) Draft the agenda, with notes on agenda for any two items, for a board meeting of Zenith Pharma Limited to approve the half-yearly results and borrowing of ₹50 crore from a bank. (8 marks)

(b) Why should a bad-news message use the indirect approach? Give its structure. (4 marks)

(c) Fill in with a, an or the: (i) She is ___ honest officer. (ii) He is ___ European. (iii) ___ Ganga is a sacred river. (iv) He has ___ MBA degree. (4 marks)

QUESTION Question 3

(a) Explain written, oral, visual and audio-visual means of communication with their merits and limitations. (8 marks)

(b) Form words using the prefix or suffix and use any two in sentences: (i) dis- + honest (ii) re- + appoint (iii) manage + -ment (iv) legal + -ise. (4 marks)

(c) Use in sentences to bring out the difference: (i) personal / personnel (ii) stationary / stationery. (4 marks)

QUESTION Question 4

(a) As Company Secretary of Delta Motors Ltd., draft a **circular** to all employees introducing a new face-recognition attendance system from 1 December 2026. (8 marks)

(b) Explain any eight features of an e-mail account. (4 marks)

(c) Correct the tense: (i) I am knowing him for ten years. (ii) If it will rain, the event will be cancelled. (iii) No sooner did he arrive when the meeting began. (iv) She has completed the work yesterday. (4 marks)

QUESTION Question 5

(a) Read the passage and choose the correct option. (8 × 1 = 8 marks)

Investors today look beyond profits. They want to know how a company treats the environment, its workers and the communities around it, and how honestly it is governed. These three areas – environmental, social and governance, or ESG – are now reported by large listed companies in India through the Business Responsibility and Sustainability Report. A company that cuts emissions, pays fair wages and has an independent board is seen as less risky and more likely to grow steadily. Critics, however, warn of "greenwashing", where firms advertise green credentials without real change. Reliable data and independent assurance are therefore essential if ESG is to mean anything.

(i) ESG stands for (a) economic, social, growth (b) environmental, social, governance (c) equity, savings, growth (d) energy, safety, governance.

(ii) Listed companies in India report ESG through (a) the balance sheet (b) the Business Responsibility and Sustainability Report (c) the income tax return (d) the cash-flow statement.

(iii) A company with strong ESG is seen as (a) riskier (b) less risky (c) unprofitable (d) unlisted.

(iv) "Greenwashing" means (a) cleaning factories (b) false claims of being green (c) planting trees (d) recycling water.

(v) The passage says investors now look (a) only at profits (b) beyond profits (c) only at dividends (d) only at share prices.

(vi) An independent board relates to (a) environment (b) social (c) governance (d) marketing.

(vii) To make ESG meaningful, the passage suggests (a) more advertising (b) reliable data and independent assurance (c) lower taxes (d) fewer reports.

(viii) The opposite of "reliable" is (a) dependable (b) trustworthy (c) unreliable (d) sound.

(b) Draft a persuasive sales letter using the AIDA approach to introduce a new accounting software to small traders. (8 marks)

QUESTION Question 6

(a) Prepare an **Action Taken Report** for the board meeting of Zenith Pharma Limited on the decisions taken at its previous meeting (assume four decisions). (8 marks)

(b) Explain the legal aspects of business communication: defamation, disclaimer and data privacy. (8 marks)

QUESTION Question 7

(a) Draft a memorandum from the HR Manager to an employee seeking an explanation for unauthorised absence for five days. (8 marks)

(b) What are the types of virtual meetings? State the etiquette to be observed in a virtual meeting. (8 marks)

QUESTION Question 8

(a) Explain the do's and don'ts of using social media for business communication. (8 marks)

(b) Arrange into a meaningful paragraph: (P) Therefore, it must be planned carefully. (Q) Communication is the lifeblood of an organisation. (R) Without it, no manager can plan, direct or control. (S) Poor communication leads to confusion and loss. (4 marks)

(c) Give the meaning of: (i) bona fide (ii) status quo (iii) prima facie (iv) sine die. (4 marks)

Model Answers

SOLUTION Q1(a) Etiquette in a multicultural workplace

1. **Respect differences; avoid jokes on accent, religion, food or nationality** – the joke about the accent was disrespectful and hurts team spirit.
2. **Punctuality** – many cultures (e.g., German) value time strictly; meetings must start on time.
3. **Encourage everyone to speak** – in high-context cultures (e.g., Japanese) people may not openly disagree; the leader should invite opinions and offer written channels for feedback.
4. **Respect working days, holidays and time zones** – the UAE weekend includes Friday afternoon; schedule meetings at times suitable to all offices.
5. Use **simple English**, avoid slang and idioms; confirm understanding.
6. Be careful with **gestures**, greetings and personal space; respect dress and food preferences.
7. Use **inclusive language** and celebrate diversity (festivals, achievements).
8. Provide **cross-cultural training** to the team.

SOLUTION Q1(b) Business terms

(i) **Bonus shares** – fully paid shares issued free to existing shareholders by capitalising reserves. (ii) **Rights issue** – offer of new shares to existing shareholders in proportion to their holding. (iii) **Working capital** – current assets minus current liabilities. (iv) **Joint venture** – a business undertaking by two or more parties sharing risk and profit. (v) **Mortgage** – transfer of an interest in immovable property as security for a loan. (vi) **Franchise** – right to use a brand and business system for a fee or royalty. (vii) **Insolvency** – inability to pay debts as they fall due. (viii) **Blue-chip shares** – shares of large, financially strong and reputed companies.

SOLUTION Q1(c) Idioms

(i) to start a conversation in a new or tense situation (ii) in writing (iii) very rarely (iv) to agree fully

SOLUTION Q2(a) Agenda and notes on agenda

ZENITH PHARMA LIMITED – Agenda for the 4th board meeting (FY 2026-27) on Thursday, 12 November 2026 at 11:00 a.m. at the registered office

1. Leave of absence. 2. Confirmation of the minutes of the previous meeting. 3. Action taken report on earlier decisions. 4. Approval of unaudited financial results for the half-year ended 30 September 2026. 5. Borrowing of ₹50 crore from State Bank of India. 6. Any other matter with the permission of the Chair. 7. Vote of thanks.

Notes on agenda – Item 4: The unaudited results for the half-year, reviewed by the Audit Committee on 10 November 2026, are enclosed. Listed companies must submit results to the stock exchanges within 45 days of the end of the quarter VERIFY. Draft resolution: "RESOLVED THAT the unaudited financial results for the half-year ended 30 September 2026 be and are hereby approved."

Notes on agenda – Item 5: The company needs ₹50 crore for expansion of its Baddi plant. SBI has sanctioned a term loan at 9.25% p.a. The borrowing is within the limit approved by members under Section 180(1)(c). Draft resolution: "RESOLVED THAT consent of the Board be and is hereby accorded to borrow ₹50 crore from State Bank of India on the terms of the sanction letter and that the CFO be authorised to execute the documents."

SOLUTION Q2(b) Indirect approach for bad news

Bad news stated bluntly hurts the reader and loses goodwill. The indirect approach prepares the reader: **buffer** (neutral, positive opening) → **reasons** → **bad news** stated clearly and politely → **alternative / goodwill close**.

SOLUTION Q2(c) Articles

(i) an (ii) a (iii) The (iv) an

SOLUTION Q3(a) Means of communication

Means	Merits	Limitations
Written (letters, e-mail, reports)	Permanent record; legal proof; precise; reaches many	Slow; costly; no instant feedback; formal
Oral (meetings, telephone)	Quick; instant feedback; personal touch; flexible	No record; can be misunderstood; not for lengthy details
Visual (charts, posters, signs)	Attractive; easy to understand; overcomes language barriers	Cannot convey complex ideas alone; may be misread
Audio-visual (films, webinars)	Very effective for training and advertising; holds attention	Expensive; needs equipment and skills

SOLUTION Q3(b) Prefixes and suffixes

(i) dishonest (ii) reappoint (iii) management (iv) legalise. *The shareholders voted to **reappoint** the auditor. The **management** approved the plan.*

SOLUTION Q3(c) Homophones

(i) Please do not discuss **personal** matters at work. / The **personnel** department handles recruitment. (ii) The truck was **stationary** at the gate. / Order new **stationery** for the office.

SOLUTION Q4(a) Circular

DELTA MOTORS LIMITED · Circular No. HR/2026/14 · Date: 15 November 2026

To: All employees · Subject: Introduction of face-recognition attendance system

All employees are informed that a **face-recognition attendance system** will be introduced at all offices and plants with effect from **1 December 2026**, replacing the present punch-card system.

1. Every employee must register his or her face at the HR desk between 20 and 28 November 2026 between 10 a.m. and 5 p.m. 2. Attendance must be marked at the time of entry and exit. 3. Data will be stored securely and used only for attendance, in line with the company's data-privacy policy. 4. Queries may be sent to hr@deltamotors.in.

Employees are requested to co-operate.

(Sd/-) Company Secretary, for Delta Motors Limited

SOLUTION Q4(b) Features of an e-mail account

Inbox; compose and reply/forward; cc and bcc; attachments; folders or labels; search; filters and rules; spam/junk filter; contacts/address book; signature; auto-reply (out-of-office); scheduled sending; read receipts; cloud storage and calendar integration. (Any eight, half a mark each.)

SOLUTION Q4(c) Tense correction

(i) I **have known** him for ten years. (ii) If it **rains**, the event will be cancelled. (iii) No sooner **did he arrive than** the meeting began. (iv) She **completed** the work yesterday.

SOLUTION Q5(a) Comprehension

(i) b (ii) b (iii) b (iv) b (v) b (vi) c (vii) b (viii) c

SOLUTION Q5(b) Persuasive sales letter (AIDA)

Dear Trader,

Attention: Still spending your evenings writing ledgers by hand?

Interest: *KhataPro* is simple accounting software made for small traders. It records sales, purchases and GST in a few clicks, prints invoices and sends payment reminders on WhatsApp.

Desire: Traders using KhataPro save about five hours a week and file GST returns on time. Your data is backed up securely on the cloud, and the app works in eight Indian languages. Introductory price: only ₹199 a month.

Action: Call 98XXXXXXXX or visit www.khatapro.in before 31 December 2026 for a **free 30-day trial** and free set-up.

Yours sincerely, (Sd/-) Sales Manager, KhataPro Solutions

SOLUTION Q6(a) Action Taken Report

ZENITH PHARMA LIMITED – Action Taken Report on decisions of the board meeting held on 10 August 2026

Item	Decision	Responsibility	Action taken	Status
1	Open warehouse at Indore	COO	Premises leased from 1 Oct 2026	Completed
2	Appoint internal auditor	CFO	M/s ABC & Co. appointed	Completed
3	Upgrade ERP system	CIO	Vendor selected; implementation started	In progress (by Jan 2027)
4	CSR project in schools	CSR Head	MoU signed with NGO	In progress

Place: Mumbai · Date: 10 November 2026 · (Sd/-) Company Secretary

SOLUTION Q6(b) Legal aspects

Defamation: a false statement that harms a person's reputation – **libel** (written or published) and **slander** (spoken). Business messages, reviews and social-media posts must be factual and fair; defamation can lead to civil and criminal action. **Disclaimer:** a statement that limits liability or clarifies the status of information – e.g., e-mail confidentiality notices, "views are personal", investment risk disclaimers; it must be clear and visible. **Data privacy:** personal data of customers and employees must be collected with consent, used only for the stated purpose, kept secure and deleted when no longer needed – the **Digital Personal Data Protection Act, 2023** imposes heavy penalties for breaches. Also respect **copyright** and avoid plagiarism.

SOLUTION Q7(a) Memorandum

MEMORANDUM · Ref: HR/MEMO/2026/87 · Date: 4 November 2026

To: Mr. Amit Verma, Accounts Assistant · **From:** HR Manager · **Subject:** Unauthorised absence from 27 to 31 October 2026

It has been observed that you were absent from duty for five days from 27 to 31 October 2026 without applying for leave or informing your reporting officer. This is a violation of Rule 12 of the Company's leave rules.

You are directed to explain in writing, within three days of receipt of this memo, why disciplinary action should not be taken against you. If no reply is received, the matter will be decided on the basis of the records.

(Sd/-) HR Manager · cc: Head – Accounts; Personal file

SOLUTION Q7(b) Virtual meetings

Types: video conference (two-way audio-video), audio/teleconference, webinar (one-to-many with Q&A), hybrid meeting (some in person, some online), virtual town hall, virtual board meeting. **Etiquette:** test the link and devices beforehand; join a few minutes early; keep the camera on and the microphone muted when not speaking; professional dress and background; raise a hand or use chat to speak; avoid multitasking; share screens carefully; the chair should take attendance, confirm quorum and record the meeting where required.

SOLUTION Q8(a) Social media do's and don'ts

Do's: have a written social-media policy; keep a consistent, professional brand voice; post useful, accurate content; respond quickly and politely to queries and complaints; protect confidential data; credit sources; monitor feedback and analytics. **Don'ts:** post unverified or confidential information; argue publicly or use offensive language; spam followers; mix personal opinions with the official handle; ignore negative feedback; violate copyright or privacy.

SOLUTION Q8(b) Para jumble

Q R S P – Communication is the lifeblood of an organisation. Without it, no manager can plan, direct or control. Poor communication leads to confusion and loss. Therefore, it must be planned carefully.

SOLUTION Q8(c) Foreign phrases

(i) in good faith, genuine (ii) the existing state of affairs (iii) at first sight (iv) without fixing a date