

**C.U.SHAH UNIVERSITY**

Wadhwan City

Subject Code : 4CO02ENG4

Summer Examination-2014

Date: 9/06/2014

Subject Name **English-II**

Branch/Semester:- B.Com /II

Time:02:00 To 5:00

Examination: Regular

**Instructions:-**

- (1) Attempt all Questions of both sections in same answer book / Supplementary
- (2) Use of Programmable calculator & any other electronic instrument is prohibited.
- (3) Instructions written on main answer Book are strictly to be obeyed.
- (4) Draw neat diagrams & figures (If necessary) at right places
- (5) Assume suitable & Perfect data if needed

**SECTION I****Q – 1 Do as Directed**

1. Define Communication. 2
2. Define the roles of Manager. 2
3. Draw diagram of Effective Communication. 2
4. Define the levels of Management. 1

**Q – 2 Attempt the Following Questions**

1. Explain the process of Communication. 5
2. Explain the importance of Communication. 5
3. Give suggestions for making effective Communication. 4

**Q – 2 Attempt the Following Questions**

1. Explain the types of Communication Networks. 5
2. Explain the importance of Written Communication. 5
3. Differentiate : Verbal and Non-Verbal Communication. 4

**Q – 3 Attempt the Following Questions**

1. Explain 7 C's of Communication. 7
2. Draft a memo for your employee who has done misconduct with your customer. 7

**OR****Q – 3 Attempt the Following Questions**

1. Discuss the common communication roadblocks. 7
2. Write a letter appreciating your supplier about the good quality of material supplied by him. 7

**SECTION II****Q – 4 Do as Directed**

1. Give the example of Formal Report. 1
2. Define Report. 2
3. Define Negotiation. 2
4. Give Concept of Interview. 2



**Q – 5 Attempt the following Questions**

1. Explain types of Report. 05
2. Explain purpose of Business Report. 05
3. Explain types of Interview. 04

**OR**

**Q – 5 Attempt the following Questions**

1. Explain Main body part of presentation. 05
2. Give Guidelines for successful Negotiation 05
3. Explain the concept of Body language. 04

**Q – 6 Attempt the following Questions**

1. Draft an application letter for the post of Asst. Manager in a reputed bank. 07
2. Explain importance and conduction of an ideal interview. 07

**OR**

**Q – 6 Attempt the following Questions**

1. Explain six basis steps of negotiation. 07
2. Explain Outline structuring of Presentation. 07

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