

C.U.SHAH UNIVERSITY

Winter Examination-2015

Subject Name : English-II

Subject Code : 4CO02ENG4 Branch :B.Com

Semester : II

Date : 18 / 11 / 2015

Time :10:30 To 01:30

Marks : 70

Instructions:

- (1) Use of Programmable calculator & any other electronic instrument is prohibited.
 - (2) Instructions written on main answer book are strictly to be obeyed.
 - (3) Draw neat diagrams and figures (if necessary) at right places.
 - (4) Assume suitable data if needed.
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Q.1. Multiple Choice Questions:

(14)

1. Three ways in which communication flows through formal organizational channels are called
 - a) loose coupling, tight coupling, and uncoupling.
 - b) downward flow, upward flow, and horizontal flow.
 - c) the grapevine, the gatekeeper, and the network.
 - d) positive flow, negative flow, and peripheral flow.
2. In organizations, climate refers to
 - a) the hierarchical structure of the organization.
 - b) the extent to which the organization is linked to its environment.
 - c) interdependence.
 - d) organizational identity.
3. That member of a network who is connected to the most members is called a
 - a) bridge.
 - b) liaison.
 - c) star.
 - d) isolate.
4. Interaction between three to twelve people who share a common goal, a sense of commitment, and who attempt to influence one another is known as
 - a) personal communication.
 - b) rhetorical communication.
 - c) business communication.
 - d) small-group communication.
5. Another term for the focused interview is:



- a) Delphi.
 - b) funnel.
 - c) depth.
 - d) chimney.
6. Similar respondents are often chosen for group discussions because:
- a) they will talk to each other.
 - b) they are random.
 - c) they are representative.
 - d) they will believe in research.
7. When show cards are used this is called:
- a) prompting.
 - b) priming.
 - c) probing.
 - d) prizing.
8. As compared to unannounced negotiation, formal negotiation:
- a) requires less preparation
 - b) is more difficult
 - c) is simpler
 - d) is more time consuming
9. Informal negotiation involves:
- a) any number of people
 - b) three people
 - c) four people
 - d) two people
10. Negotiation implies that both parties accept that the agreement between them is:
- a) subject to further dispute
 - b) necessary
 - c) final and binding
 - d) conditional
11. Reports present conclusions based on:
- a) intuition
 - b) investigation
 - c) impression
 - d) belief
12. A report can present the information in:
- a) four ways
 - b) three ways
 - c) five ways
 - d) two ways
13. Business letters produce immediate effect because they are:
- a) formal



- b) interesting
- c) informal
- d) brief

14. A memorandum (memo) is considered a brief form of written communication for:

- a) external use
- b) legal use
- c) internal use
- d) formal use

Attempt any four questions from Q-2 to Q-8

Q.2. Answer the following questions. (14)

- 1. Write in detail 7cs of Business Communication.
- 2. Forms of Formal communication in Business.

Q.3. Answer the following questions. (14)

- 1. Explain Business Negotiations
- 2. Explain different types of Business communication.

Q.4. Answer the following questions. (14)

- 1. Write differences between Formal and Informal communication.
- 2. Explain in detail Negotiation strategies.

Q.5. Answer the following questions. (14)

- 1. Write advantages of written communication.
- 2. Explain in detail Communication flows in an organization.

Q.6. A. You bought a two-in-one from M/s Brite Electronics, New Delhi. You find that it needs immediate repairs or replacement as it is within guarantee period of one year. Write a letter to dealer. (08)

B. Answer the following questions. (06)

- 1. Write characteristics of good presentation.
- 2. Explain the use of body language in communication.

Q.7.A. Answer the following questions. (10)

- 1. What are the barriers of effective communication?
- 2. Explain stages of Negotiation process.

B. Answer the following questions. (04)



1. What is an Executive Summary?
2. Define Grapevine Communication.

Q.8. A. Write an application for the post of Manager at Green Apple, Ahmadabad. Write resume with the application. (10)

B. Answer the following questions. (04)

1. Write the structure of Business Report
2. Write advantages of Grapevine Communication.

