Enrollment No:	Exam Seat No:

## **C.U.SHAH UNIVERSITY** Winter Examination-2015

Subject Name : English - II

Subject Code: 4CO02ENG4 **Branch: B. COM. (Commerce)** 

Semester: II Date: 18/11/15 Time: 10:30 To 1:30 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.

Q-1	Answer the following questions in one sentence:	(14)
Y-1	Answer the following questions in one sentence:	(14)

- What is Corporate Communication? a)
- Define the term 'Case Study'. b)
- What is formal communication? c)
- What is the advantage of informal communication in organization? **d**)
- What are routine reports? e)
- When should we write long formal reports? f)
- What is the basic difference between abstract and summary? g)
- How many methods are there for delivery of presentation? Name them? h)
- What is Negotiation? i)
- How you can differ the personal letter from business letter? **j**)
- What is outline? k)

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- Which visual aids are generally used to make presentation effective? 1)
- What are the main objectives of presentation?
- When a human is communicating with pet, which kind of communication is there? n) (Interpersonal, Extra personal, Intrapersonal)

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

(14)

Q-2		Attempt all questions	(14)
	(a)	What is Report? Discuss the objectives of report.	<b>(07</b> )
	<b>(b)</b>	Differentiate between formal and informal reports.	(07)
Q-3		Attempt all questions	(14)
	(a)	As a Production Manager, draft a suitable memo that can be issued to the employees of your department who are coming late regularly on the job.	(07)
(lt	<b>(b)</b>	What are the 7Cs of effective communication? Explain with suitable examples.	(07)



Q-4		Attempt all questions:	<b>(14)</b>
	(a)	Define 'Communication'. Discuss the importance and need of effective organizational communication in present scenario.	(07)
	<b>(b)</b>	What is interview? Suggest at least seven tips to one of your friends to be successful at interview of a company.	(07)
Q-5		Attempt all questions	(14)
	(a)	Prepare and write 5 minutes presentation in detail on "How to Improve English in Thirty Days? Present it before the students of first year commerce of your college.	(07)
	<b>(b)</b>	S. S. White Technologies, Wadhwan City invites application for the Senior Accountant required for the account section. Prepare a suitable job application and send it to the HR Manager of the company.	(07)
Q-6		Attempt all questions	(14)
	(a)	As a Sales Manager of the company, draft a suitable sales letter to boost up the sale of LED TV recently manufactured by your company. (Use Modified Block Style)	(07)
	<b>(b)</b>	As a common citizen of your area, write a letter to the Chief Officer of your town regarding the complaint on poor transportation facilities available in your town. (Use Modified Block Style)	(07)
Q-7		Attempt all questions	(14)
	(a)	VBT Institute of Commerce invites a quotation for 100 books required for establishing library in the college. Write a suitable letter to S. Chand Publications, New Delhi. (Use Complete Block Style)	(07)
	<b>(b)</b>	Write a formal report on 'Celebration of 140 <sup>th</sup> Birth Anniversary Sardar Vallabhbhai Patel' organized in your college. Address your report to the Chief	(07)
		Officer, Cultural & Tourism Department, Gujarat State.	
Q-8		Attempt the following:	(14)
	(a)	What is Group Discussion (GD)? Explain the procedure of GD takes place as a part of selection process.	(07)
	<b>(b)</b>	Discuss with relevant examples, the factors affecting the negotiation process.	<b>(07)</b>

