

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.
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- Q-1** **Answer the following questions in one sentence:** **(14)**
- a) What is Corporate Communication?
 - b) Define the term 'Case Study'.

 - c) What is formal communication?
 - d) What is the advantage of informal communication in organization?
 - e) What are routine reports?
 - f) When should we write long formal reports?
 - g) What is the basic difference between abstract and summary?
 - h) How many methods are there for delivery of presentation? Name them?
 - i) What is Negotiation?
 - j) How you can differ the personal letter from business letter?
 - k) What is outline?
 - l) Which visual aids are generally used to make presentation effective?
 - m) What are the main objectives of presentation?
 - n) When a human is communicating with pet, which kind of communication is there? (Interpersonal, Extra personal, Intrapersonal)

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

- Q-2** **Attempt all questions** **(14)**
- (a) What is Report? Discuss the objectives of report. **(07)**
 - (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)**
 - (b) What are the 7Cs of effective communication? Explain with suitable examples. **(07)**



