

C.U.SHAH UNIVERSITY

Summer Examination-2017

Subject Name: English - II

Subject Code: 4CO02ENG4

Branch: B.Com

Semester: 2

Date: 02/05/2017

Time: 02:00 To 05:00

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. Attempt the following questions:

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- a) Memos in other words is called
 - a. resume
 - b. memoranda
 - c. curriculum vitae
- b) Informal negotiation involves
 - a. personal purpose
 - b. organisational dealings
 - c. general purpose
- c) Formal negotiation serves
 - a. personal purpose
 - b. organisational dealings
 - c. general purpose
- d) The word 'communication' has been derived from
 - a. a French word
 - b. a Latin word
 - c. an Arabic word
- e) The 7 Cs of Business Communication are credibility, courtesy, clarity, correctness, consistency, concreteness, and _____.
 - a. clearance
 - b. cleverness
 - c. conciseness
- f) Grapevine in informal communication refers to
 - a. Rumour
 - b. corporate communication
 - c. decoding
- g) Effective communication
 - a. is a waste of time
 - b. takes up a lot of time
 - c. saves time
- h) Body language is
 - a. structured
 - b. involuntary
 - c. faked
- i) Ability to communicate effectively
 - a. is inborn
 - b. cannot be developed
 - c. can be developed
- j) In analytical report there is
 - a. analysis
 - b. identification of the problem
 - c. interpretation
- k) It is necessary to have some prior knowledge of the audience characteristics
 - a. for placing order
 - b. for an effective presentation.
 - c. to reply to enquiry letter
- l) Which of the followings can be one of the objectives for conducting interviews?
 - a. to select a person for a specific task
 - b. to make friendship
 - c. to spread rumour
- m) Cover letter and resume are two essential parts of



