

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:

14

- 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



- a. Enquiry letter b. job application letter c. memoranda
- n) Communication means
- a. Sharing tiffin b. Sharing one house c. Sharing thoughts

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

- Q-2 Attempt all questions (14)**
- a) Write the strategies for an effective presentation. (7)
- b) Explain how body language plays an important role in presentation. (7)
- Q-3 Attempt all questions (14)**
- a) Write the difference between formal and informal communication. (7)
- b) What is negotiation? Write the basic stages of negotiation process. (7)
- Q-4 Attempt all questions (14)**
- a) Communication is considered as the backbone of an organisation. Explain how communication is important in an organisation. (7)
- b) Write the 7 Cs of business communication. (7)
- Q-5 Attempt all questions (14)**
- a) What is report? Write different kinds of reports. (7)
- b) Write the purpose and objectives of writing a report. (7)
- Q-6 Attempt all questions (14)**
- a) Differentiate between interview and group discussion. (7)
- b) A group discussion is a potential evaluation tool for asserting a person's attitude. Justify. (7)
- Q-7 Attempt all questions (14)**
- a) Draft a suitable job application to XYZ Industries Ltd., Mumbai for the post of Sales Manager. (7)
- b) Draft a letter on behalf of Hotel ABC, Surendranagar, to PQR Electronics, Rajkot placing order for different size of Televisions for their newly built hotel's rooms. (7)
- Q-8 Attempt all questions (14)**
- a) Draft a suitable job application to ABC Pvt. Ltd. For the post of a software engineer. (7)
- b) XYZ Industries Ltd. has observed that a sizeable number of employees take leave on certain occasions such as mega music events, test cricket matches, and film festivals which hampers the smooth functioning of the industry. As the Vice President, appealing to the Divisional Heads of your organisation, draft a memo and mark a copy of the same to the Managing Director. (7)

