

# 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.
- 

**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



