

(A-17) Seat No: _____

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SARDAR PATEL UNIVERSITY
BBA (ITM) (SEM - VII) EXAMINATION

2016

MONDAY, 25th APRIL

2:30 P.M. to 4:30 P.M. MARKS: 60

UM08FBE01: COMMUNICATION SKILLS FOR IT PROFESSIONALS

NOTE: Figures to the right indicate full marks.

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|------------|--|-------------|
| Q-1 | Elucidate the concept of eCommunication in detail. | [15] |
| OR | | |
| Q-1 | Write Notes on: | |
| | [A] Voicemail | [08] |
| | [B] Social Networking | [07] |
| Q-2 | How can we convert Data into Information with the use of Charts, Graphs and Tables? Discuss at length. | [15] |
| OR | | |
| Q-2 | Write a detailed note on concept, functions and advantages of Blogs in Business. | [15] |
| Q-3 | Write Notes on: | |
| | [A] Theoretical elements concerned with Written Analysis of Cases. | [08] |
| | [B] Concept and importance of Basics of Business Writing. | [07] |
| OR | | |
| Q-3 | Discuss Process, Benefits and Techniques of Team Briefing in detail. | [15] |
| Q-4 | What is a Business Proposal? Discuss the key elements and types of Business Proposal in detail. | [15] |
| OR | | |
| Q-4 | Draft a questionnaire on launching of a new soft drink "Toofan". | [15] |

ALL THE BEST

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