

CA-93

SEAT No. \_\_\_\_\_

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**SARDAR PATEL UNIVERSITY**  
**BBA (ITM - HONOURS) (SEM - VIII) EXAMINATION**

2017

SATURDAY, 22<sup>nd</sup> APRIL

2:00 P.M. to 4:00 P.M. MARKS: 60

UM08FBB101: COMMUNICATION SKILLS FOR IT PROFESSIONALS

NOTE: Figures to the right indicate full marks.

- |           |  |             |
|-----------|--|-------------|
| Q-1       | Elucidate the concept of eCommunication in detail.   | <b>[15]</b> |
| <b>OR</b> |  |             |
| Q-1       | <b>Write Notes on:</b>   |             |
|           | [A] Impact of technology enabled communication   | <b>[08]</b> |
|           | [B] Voicemail  | <b>[07]</b> |
| Q-2       | How can we convert Data into Information with the use of Charts, Graphs and Tables? Discuss at length. | <b>[15]</b> |
| <b>OR</b> |  |             |
| Q-2       | Explain Blogs and Discussion Forums as modern tools for communication.                                 | <b>[15]</b> |
| Q-3       | <b>Write Notes on:</b>   |             |
|           | [A] Theoretical elements concerned with Written Analysis of Cases.                                     | <b>[08]</b> |
|           | [B] Concept and importance of Basics of Business Writing.  | <b>[07]</b> |
| <b>OR</b> |  |             |
| Q-3       | Describe Process, Benefits and Techniques of Team Briefing in detail.                                  | <b>[15]</b> |
| Q-4       | What is a Business Proposal? Discuss the key elements and types of Business Proposal in detail.        | <b>[15]</b> |
| <b>OR</b> |  |             |
| Q-4       | Draft a questionnaire to survey the shopping habits of college girls and working women.                | <b>[15]</b> |

**ALL THE BEST**